

NO. 34 ★ DEC 2023

MAD

OUR PRICE ~~9.99~~ CHEAP!

CLEARANCE
\$5.99

TINKERS WITH TOYS!



Out-
beaches
OTHER
Kens!



Barbie's Dud Date

What He Lacks in Genitals,
He Also Lacks in Brains!

Alfred

Mauliboo

MADMAG.COM



FOR AGES 8+ *ALL ECCH-ESSORIES MIGHT NOT BE INCLUDED. SEE BACK OF BOX FOR THE UGLY DETAILS.



MAD

NO. 34

DECEMBER 2023

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR

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CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Kira Shalmanova

COVER WRITER Paula Sevenbergen

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

ARTIST NORMAN MINGO

COVER ART INSIDE MAD PAPERBACK #3, 1978



GUISE AND DOLLS DEPT.

For more than five decades, Barbie has been the beloved plaything of millions of young girls and "very special" young boys. But after years of peddling the same exact doll in a different colored dress, it seemed as though the Barbie franchise had run out of gas. That is, until Mattel said "OK!" to a whole new line of movie-themed Barbies — but not every movie fit the Barbie image, and so we present...

Barbie MOVIE TIE-INS THAT NEVER WERE

IDEA **DUCK EDWING**
ARTIST **SCOTT BRICHER**



SHOWGIRLS
Barbie

THE
**LORD
OF THE
RINGS**
Barbie

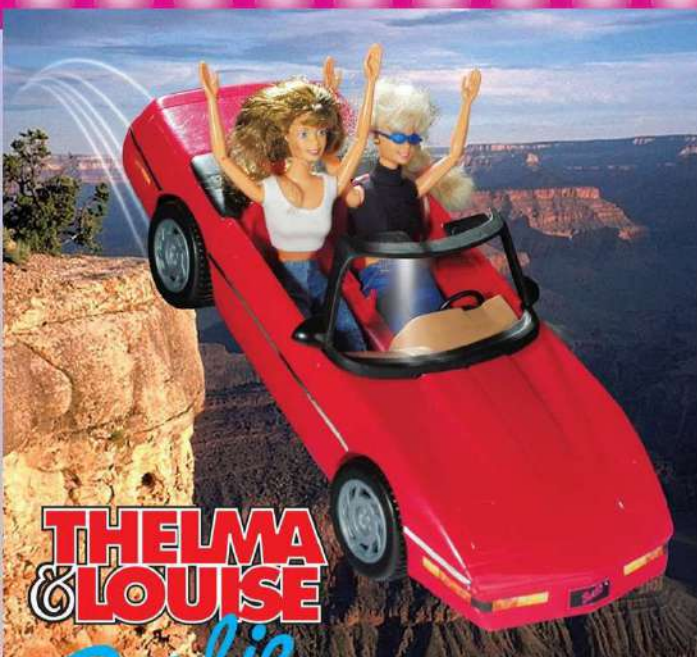


PULP FICTION
Barbie

**KING
KONG**
Barbie



A L I E N
Barbie



**THELMA
& LOUISE**
Barbie



**MILLION
DOLLAR
BABY**
Barbie



**THE
EXCORCIST**
Barbie

**THE CRYING
GAME**
Barbie



JAWS *Barbie*



there's
something
about
mary
Barbie





Remember the time you played Red Rover with your friends and you got ready to run and break t down and ran off with your shorts? You fool! Games *NEVER* stick to regulation play! To prepare y

RULES FOR GAMES THE W

WRITER MICHAEL GOODWIN

BATTLESHIP (for 2-year-olds)



1. Steal game from under-
neath your brother's bed.



2. Swallow all of the little
plastic ships.



3. Go to the hospital to have
your stomach pumped.



4. Add up points for each
ship the doctor recovers
from your stomach.

5. If you get 10 or more points, you win!

SCRABBLE (for 8 to 14-year-olds)



1. Make sure that all parents and adults
are a safe distance away from the
board.



2. Each player grabs a handful of letters.



3. All players take turns trying to spell
the most obscene, profane and foul
words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.

through their locked arms? Remember your surprise when your so-called "friends" held you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

AY THEY'RE REALLY PLAYED

ARTIST JACK DAVIS



TRIVIAL PURSUIT (for 60-year-olds)



1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.



2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.



3. Eat a big bowl of fiber and go to bed early.

FOOTBALL (for 7 to 10-year-olds)



1. Begin playing in a friendly manner.



2. Continue until one team outscores the other by 50 points.



3. If you are the losing team, begin to play dirty.



4. When a fight breaks out, erase the score.

5. The team with the least amount of players to run home crying wins!

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.



2. Peg all the girls first to get them out of the way.



3. Use the inflatable rubber ball until there is only one boy left in the middle.



4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



1. Explain the rules to your annoying, hyperactive 3-year-old nephew.



2. Tell him to go hide and not come out till you find him.



3. Go sit in your favorite easy chair and enjoy the silence.



4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

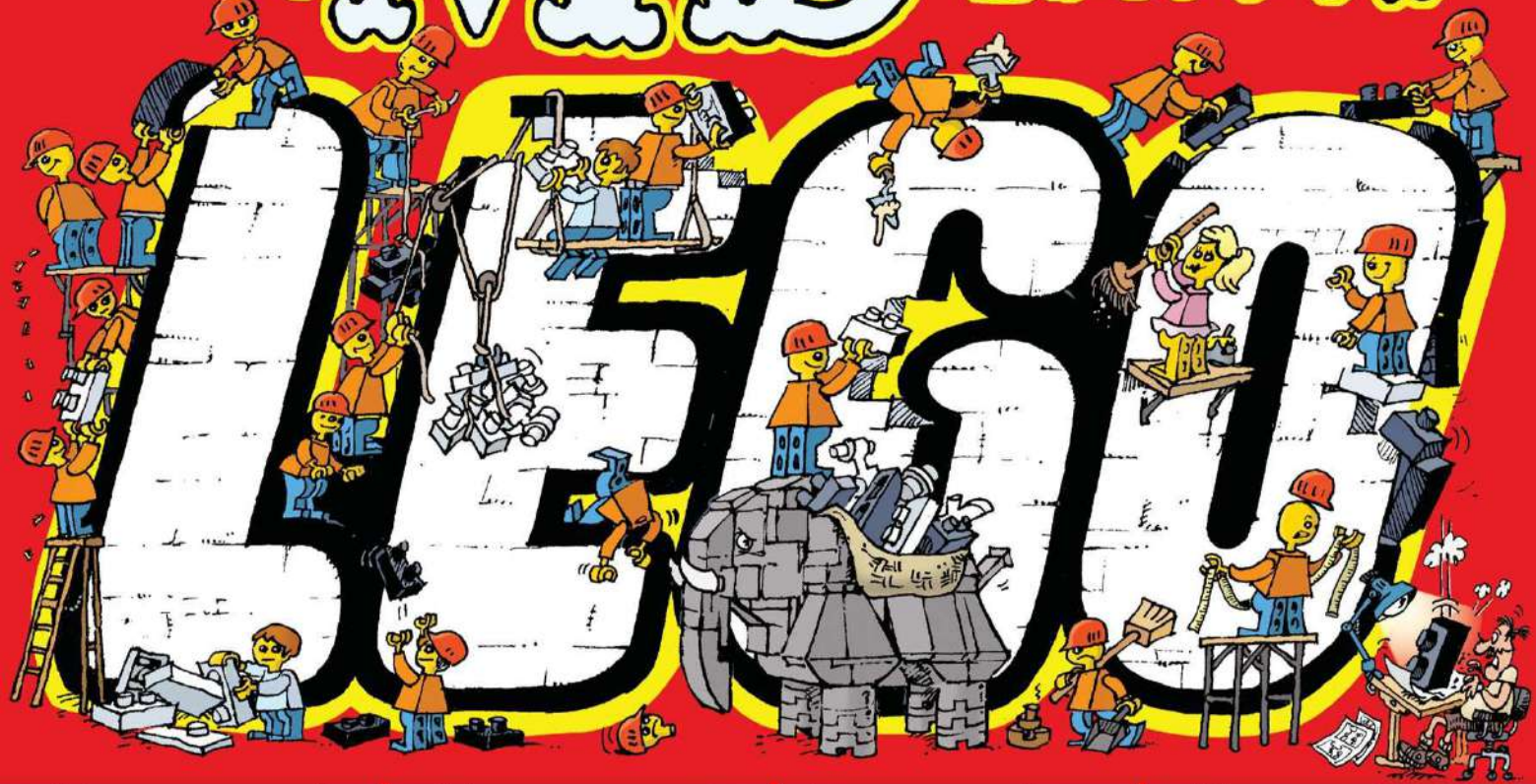


SERGE-IN GENERAL DEPT.

SERGIO ARAGONÉS

PRESENTS

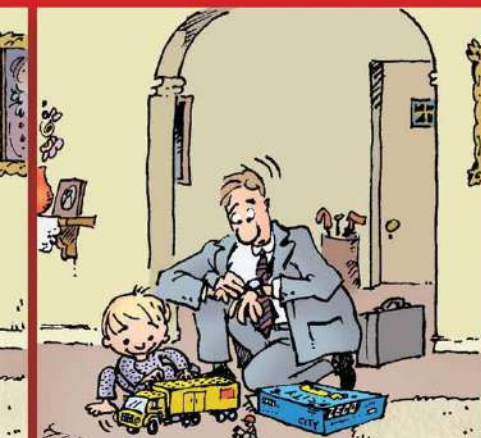
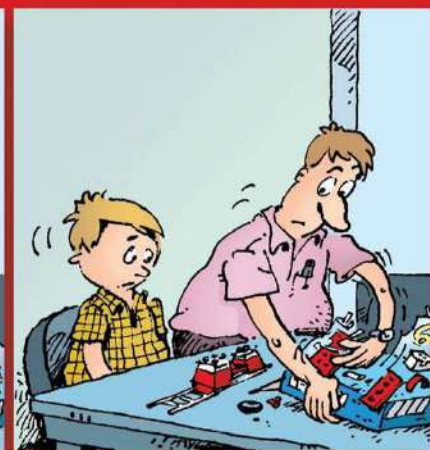
A MAD LOOK AT

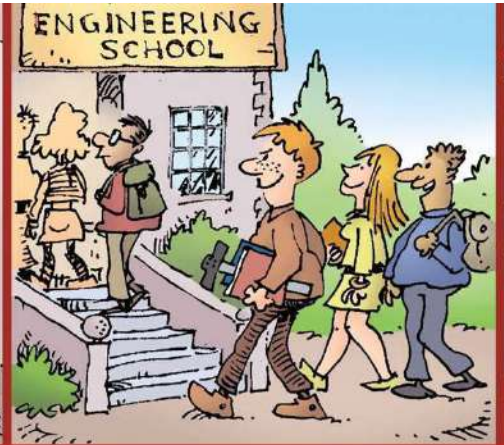
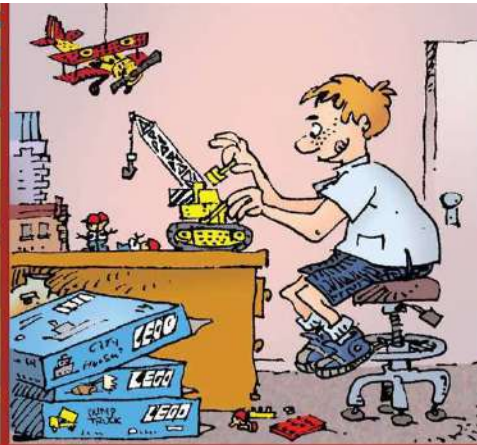


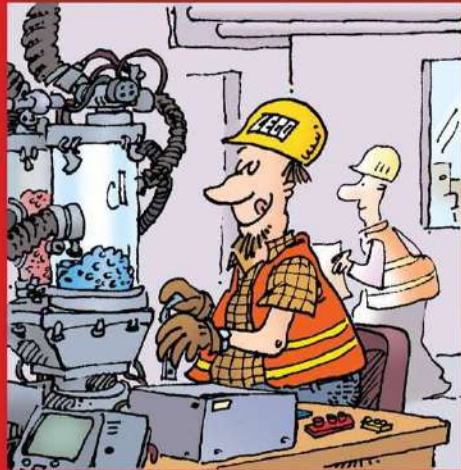
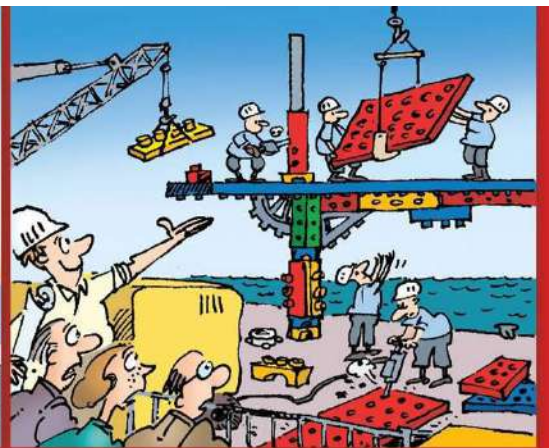
WRITER AND ARTIST SERGIO ARAGONÉS COLORIST TOM LUTH









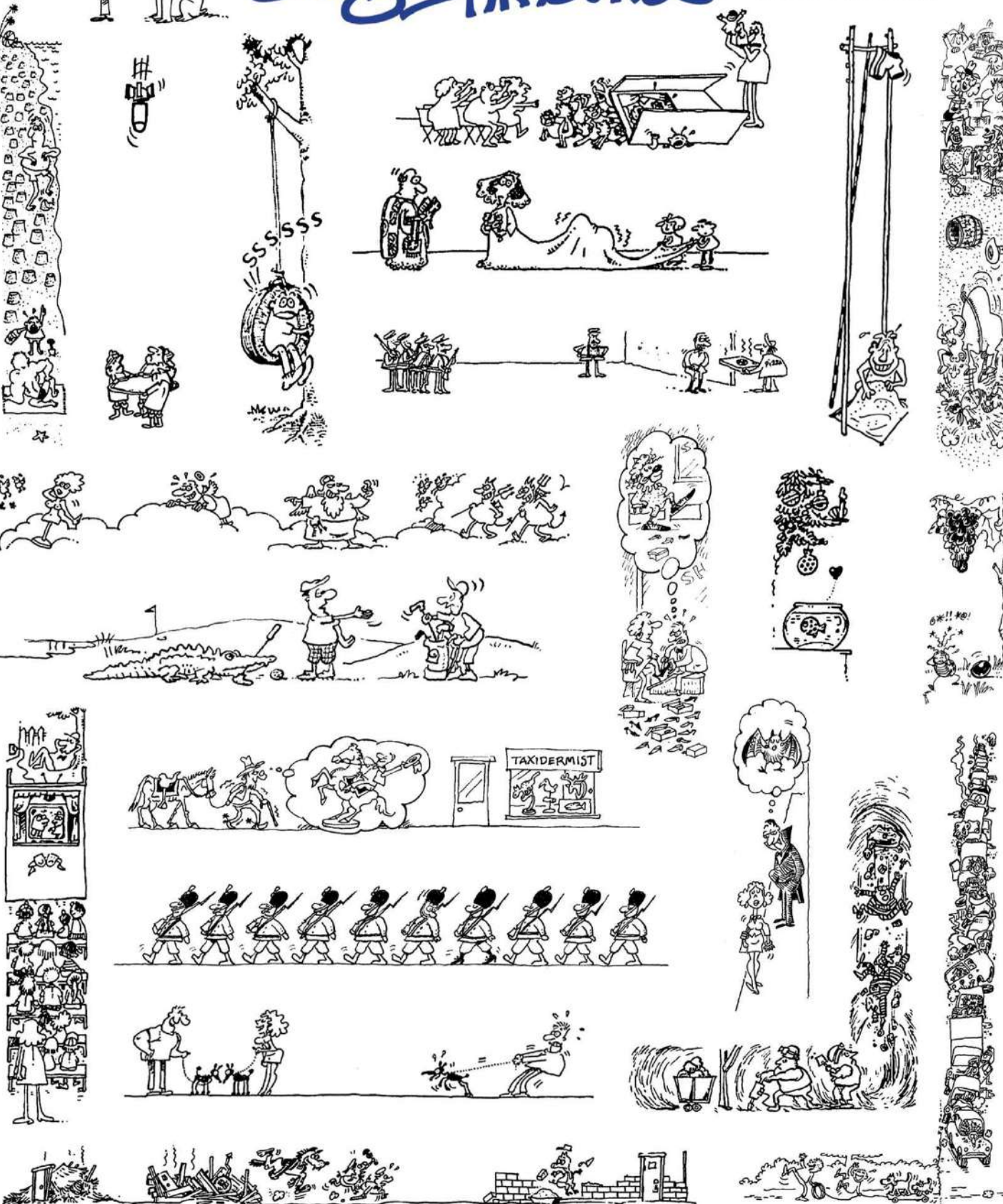


ORIGINALLY PUBLISHED IN MAD #532, APR 2015



BY
SERGIO ARAGONES

BY
SERGIO ARAGONÉS





COWA-BUNGLERS DEPT.

I can't believe it, officer! I turned my back for just 30 seconds and my whole truck was emptied clean!

An entire truck emptied in just 30 seconds? Well, at least we know this wasn't a union job!

Someone lifted my wallet! Did they steal yours too?

I don't know! My pants are gone, so I can't check my pockets!

This is Gapewell O'Wow! If you can tear your eyes away from my great legs for a moment you may notice that a crime wave has struck the city and is all around us! It's not safe anywhere! Even in broad day...

Cut! What happened? Camera trouble?

Sort of! Some teenagers just swiped the TV camera and the remote truck!

Boy, there is a lot of bad stuff going down around here! You really need a hard shell to live in this city! And since we're the only ones with hard shells around here, this is our kind of town! 'Cause we're...

WRITER DICK DEBARTOLO
ARTIST SAM VIVIANO

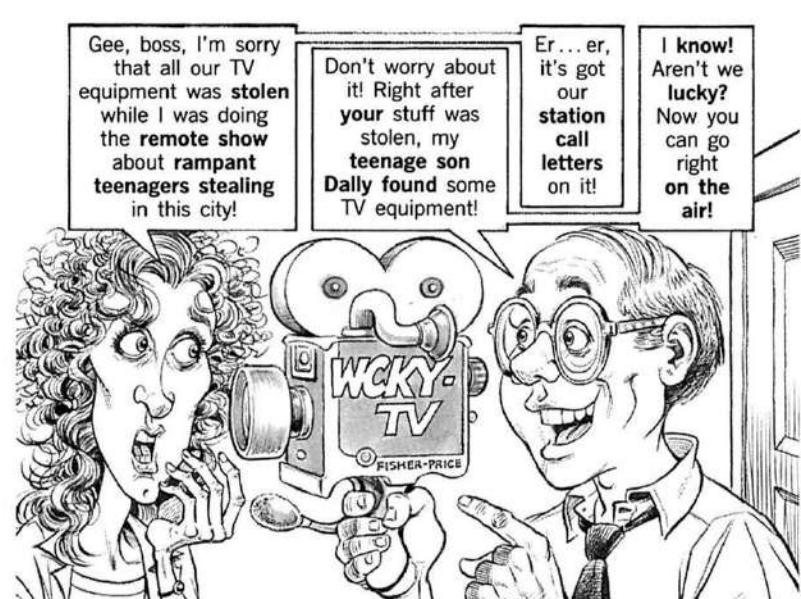
TEEN-RAGE MOOLAH NITWIT TURTLES!

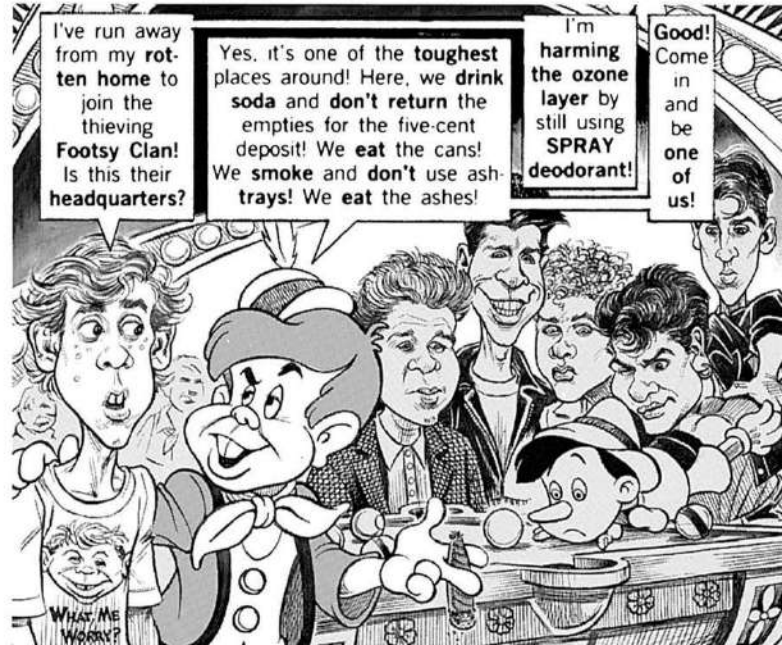
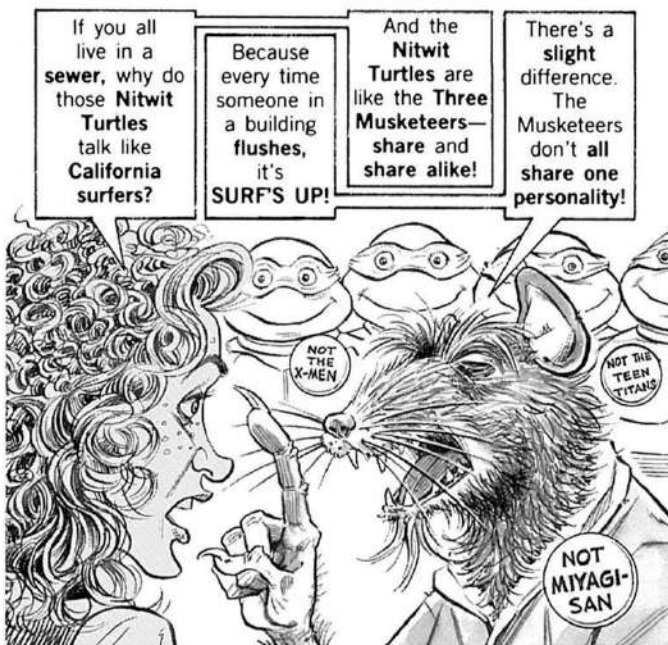
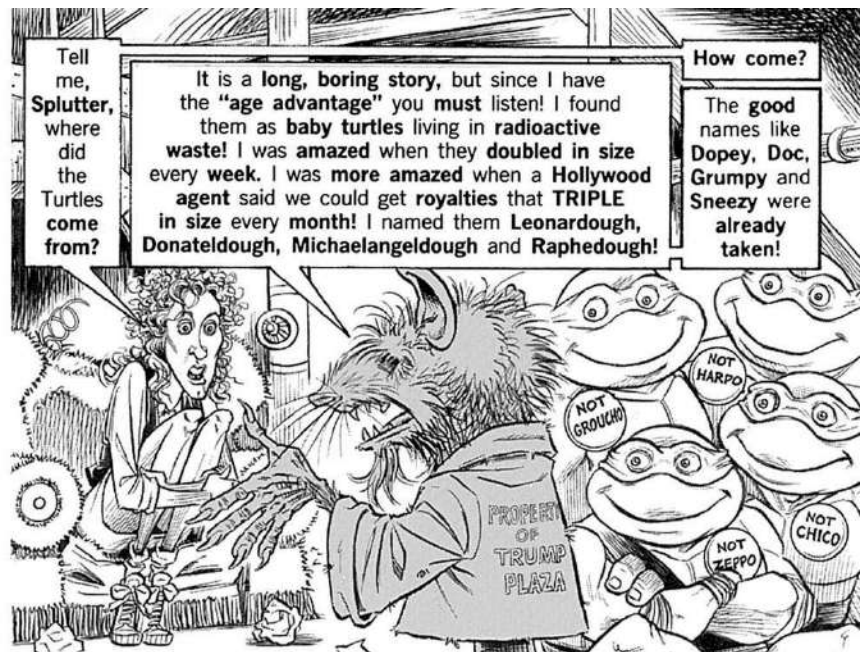


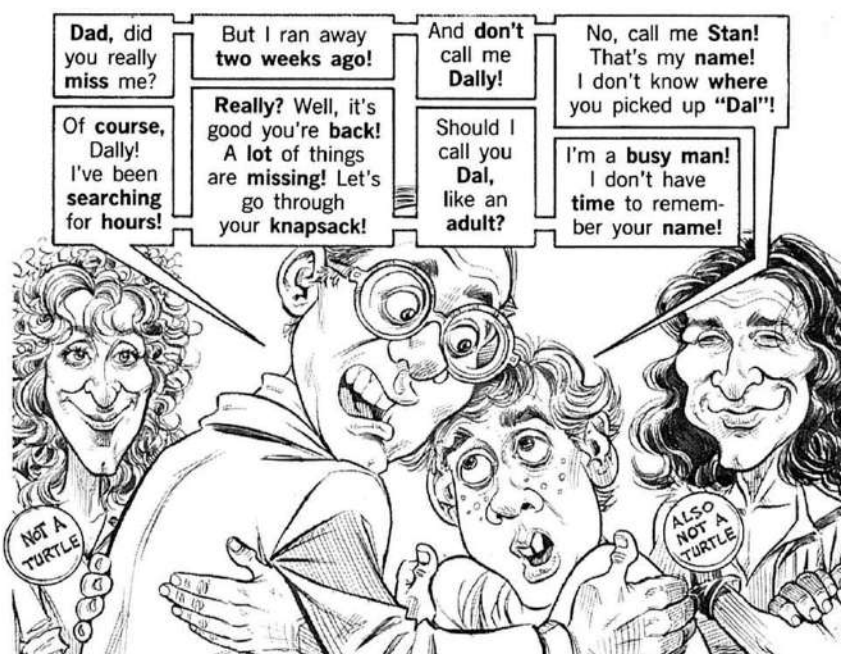
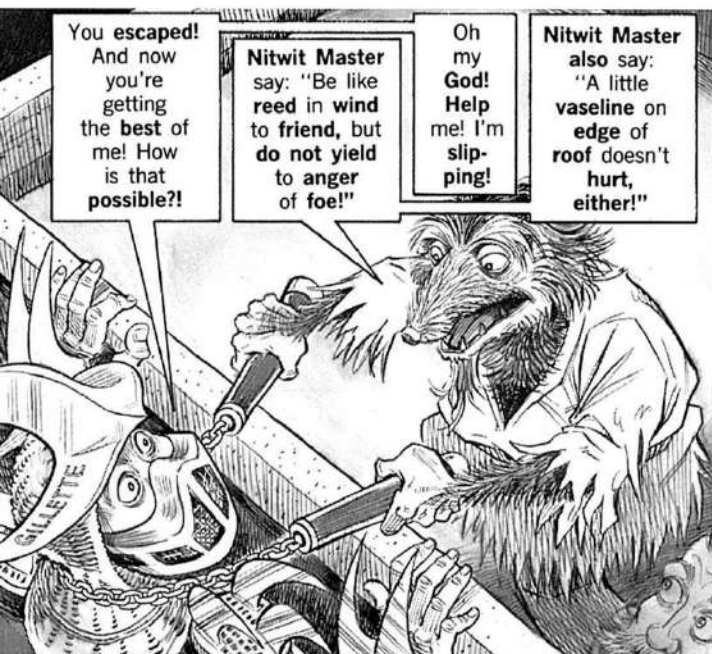
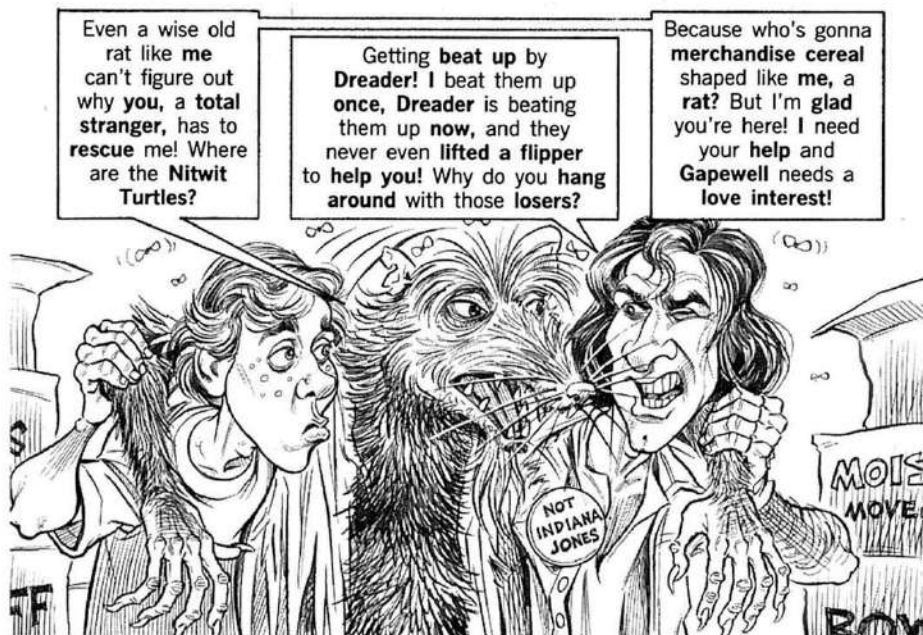
Splutter, today I beat up a dirty, rotten sleazebag who has been preying on the innocent!

I know it's outrageous to charge \$2 for a pretzel, but you must stop beating up all the vendors! Remember, our domain is the shadow! The art of Nitwit is the art of invisibility! We must not be seen anywhere—except on licensed lunch boxes, sweat shirts, hats, bendable dolls, watches, and our Saturday cartoon show and Nintendo games!

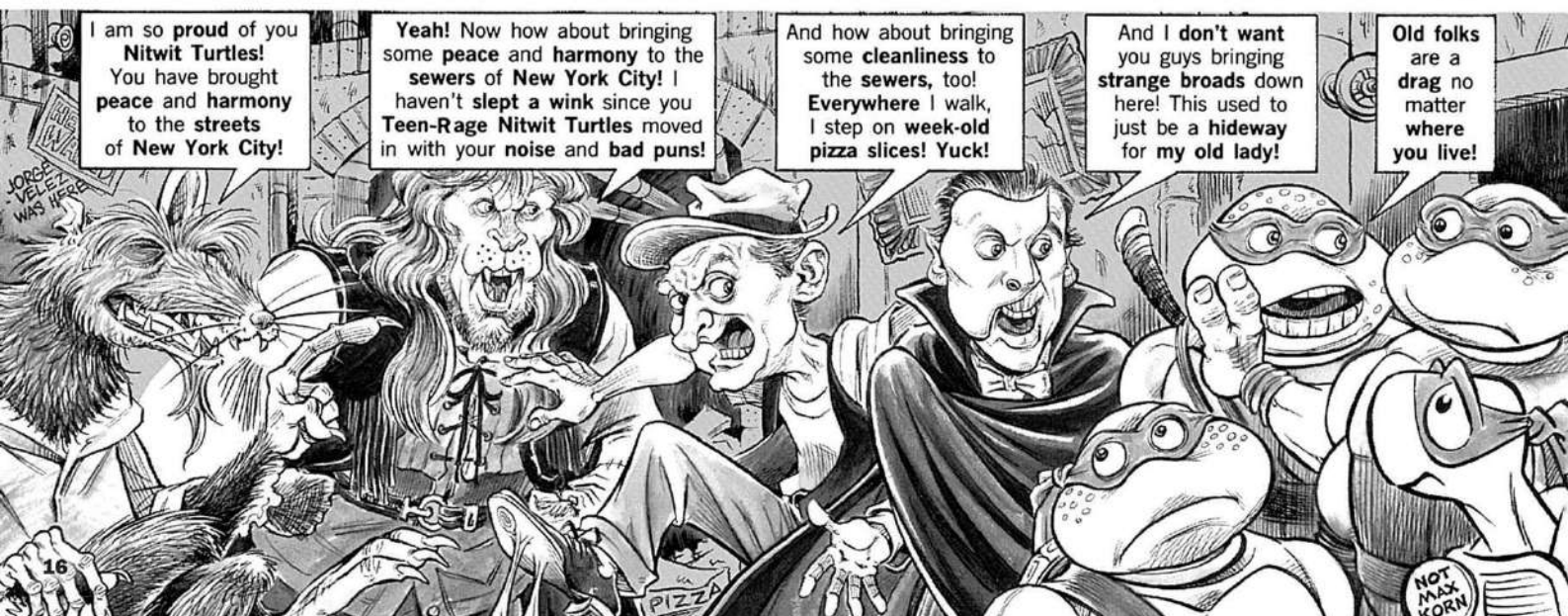
NOT YODA







ORIGINALLY PUBLISHED IN MAD #298, OCT 1990





NOT JUST ANOTHER PRETTY PHASE DEPT.

After almost 60 years, Barbie is finally doing something she's never done before. (No, not providing girls with a healthy body image.) She's speaking! The new "Hello Barbie" is Wi-Fi connected and cloud-based. She's fully interactive and programmed to have back-and-forth conversations with millions of eight-year-old girls (as well as thousands of middle-aged creeps who should be on neighborhood watch lists). So what will come out of her creepily frozen mouth? Hopefully, some of these...

THINGS WE'D LIKE THE NEW HELLO BARBIE TO SAY

We don't **really** know what happened to **Skipper**...can we **change** the **subject**?

Okay, you didn't **hear it** from me, but those **Bratz whores** are riddled with **chlamydia**!

I have this **unexpected accent** because our **interactive conversation** is being rerouted through a **processing center** in **Mumbai**.

"**Unrealistically skinny**"? You wouldn't **eat**, either, if you didn't have a **rectum**!

Guess what? I'm not the only famous **Barbie**! The first was **Klaus Barbie**, the Gestapo torturer dubbed "**The Butcher of Lyon**" who was convicted of **crimes against humanity**!

I can't **believe** I only get paid **77 cents** for every dollar a **Buzz Lightyear** doll makes!

You can enjoy hundreds of my **pretty accessories**... but only if your parents **love you**.

I only have a **20% range of motion** in my arm and leg joints...just like a **fifth-year NFL player**!

By interacting with **Hello Barbie**, the child (hereafter the "User") fully consents to the **collection, use, sale and/or disclosure** of any and all **photographs or audio or video recordings** (hereafter the "Data") of such interactions. User further agrees that such Data **may be shared with or sold to** vendors, service providers or other third parties **without notification or compensation**. User hereby **cedes universal ownership rights** to the Data, **which may be packaged** into any negotiation, sale of assets, merger, financing or acquisition. **This policy** is subject to change without notice. **I like horses — do you like horses too?**





BUM IN THE SUN DEPT.

ONE DAY AT THE BEACH



WRITER **SERGIO ARAGONÉS** ARTIST **DON MARTIN**



ORIGINALLY PUBLISHED IN MAD #120, JUL. 1968

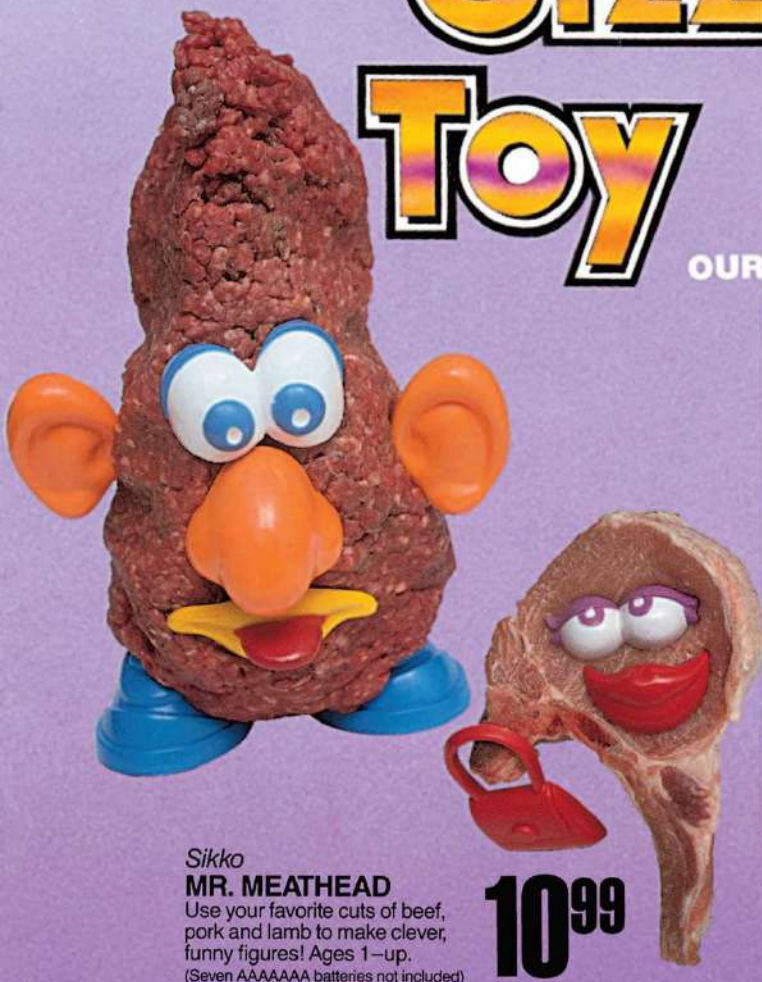


TOYS "R" U

THE WORLD'S GREEDIEST TOY STORE

Sizzling Hot Toy Savings!

OUR PRICES AREN'T AS HIGH AS USUAL!



Sikko MR. MEATHEAD

Use your favorite cuts of beef, pork and lamb to make clever, funny figures! Ages 1-up.
(Seven AAAAAA batteries not included)

10⁹⁹



Wiltin' Badley SICKTIONARY

Using sketches you make with a pad and pencil, your partner has to guess the disease you're infected with before time runs out! Pads, pencils, surgical masks and gowns included. Ages 4-5.
(Three C batteries not included)

38⁹⁵



Mittel BAG LADY BARBIE

Now, like millions of real people, this new Barbie model is neglected by the federal government too! Comes complete with cardboard box shelter. Shopping cart, old newspapers and rags sold separately. And don't forget Bag Lady Barbie's companion, Wino Ken! Ages 2-up.
(Two DD batteries not included)

12⁹⁹



Hasbroke MAJOR LEAGUE BASEBALL CORKED BAT AND SCUFFED BALL SET

Cheat at baseball just like your favorite pros do! Ages 5-up.
(Two E batteries not included)

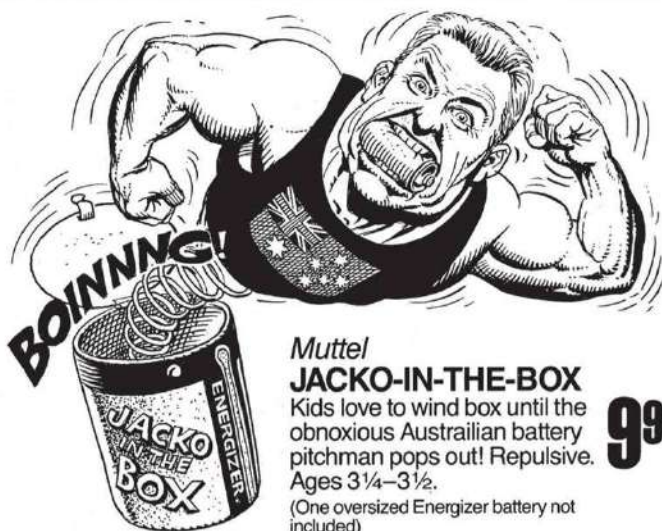
37⁹⁸

Includes Mike Scott baseball

WE ACCEPT:



WRITERS CHARLIE KADAU & JOE RAIOLA ARTIST BOB CLARKE



Muttel JACKO-IN-THE-BOX

Kids love to wind box until the obnoxious Australian battery pitchman pops out! Repulsive. Ages 3¼-3½.
(One oversized Energizer battery not included)

999

Unintendo EXCITING UNINTENDO GAME CARTRIDGES

50 titles to choose from! All basically the same game. Ages 8-death.
(Two LL batteries not included)

59⁹⁵ Each

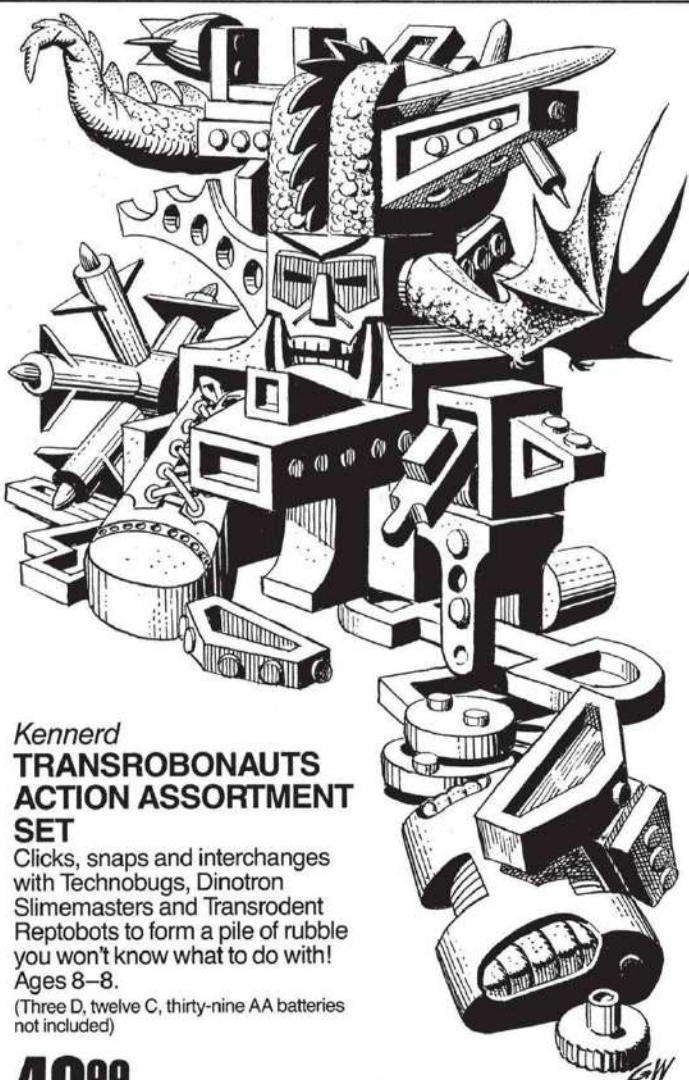
**50
EXCITING
TITLES**



Porker Brothers SUPER DELUXE OPERATION GAME

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze.
(Four F batteries not included)

139⁹⁹



Kennerd TRANSROBONAUTS ACTION ASSORTMENT SET

Clicks, snaps and interchanges with Technobugs, Dinotron Slimemasters and Transrodent Reptobots to form a pile of rubble you won't know what to do with! Ages 8-8.

(Three D, twelve C, thirty-nine AA batteries not included)

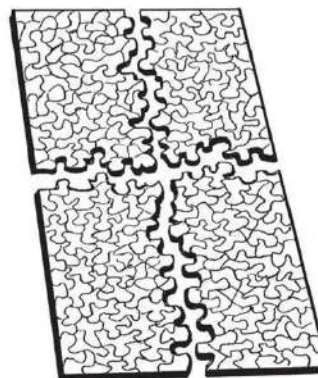
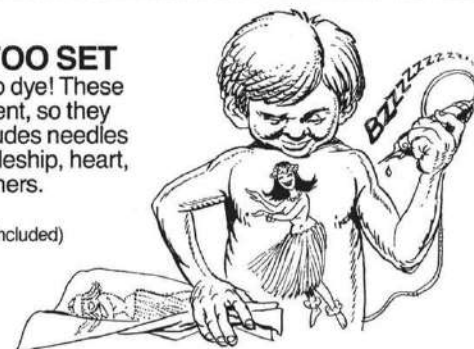
48⁹⁹

Wiltin' Badley JUNIOR TATTOO SET

No paint! No ink! No dye! These tattoos are permanent, so they won't wash off! Includes needles and stencils for battleship, heart, "mom," hula girl, others. Ages 3-up.

(One dry cell battery not included)

19⁷⁹



Ohio Aren't EASY-DOES-IT NO SWEAT JIGSAW PUZZLE

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds. Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up.
(A,E,I,O,U batteries not included)

9⁹⁵

GE
IONS!

NO
GUARANTEES!

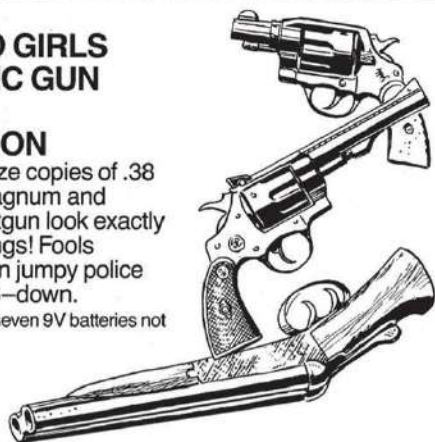
TOYS "R" U

**Remcoma
BOYS AND GIRLS
AUTHENTIC GUN
REPLICA
COLLECTION**

Genuine, life-size copies of .38 Special, .44 Magnum and Sawed-off Shotgun look exactly like the real things! Fools everybody, even jumpy police officers! Ages 6—down.

(One hundred and seven 9V batteries not included)

118⁹⁹



WRITERS **CHARLIE KADAU & JOE RAIOLA**
ARTIST **GEORGE WOODBRIDGE**

**Playskull
SHIFTY SHELDON
THE CORRUPT
ACCOUNTANT**

Computerized learning tool teaches preschoolers about tax evasion, double ledger entries and embezzling. Ages Conception—burial.

(One car battery not included)

219⁹⁹



**NG Toys
SNURF PLAY FIGURES**

All new collection of those cuddly, adorable Snurfs including Flasher, Pimp, Junkie, Mugger, others. Ages mixed-up.

(Four AC/DC batteries not included)

6⁹⁹ Each

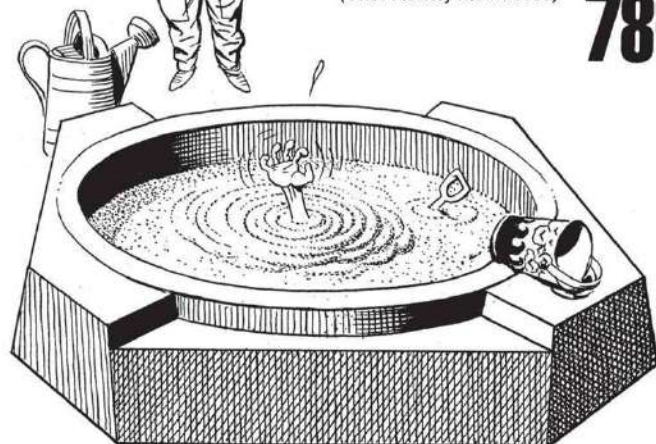


**Fisher-Pricey
QUICKSAND BOX**

Comes fully assembled. Just add water and it's ready to go! (Not recommended for children under five feet tall.) Ideal summer fun! Ages 2 years, 5 months, 24 days—6 years, 11 months, 3 days, 6 hours, 53 minutes, 7 seconds.

(One A battery not included)

78⁹⁷



**Porker Brothers
TRIVIAL TRIVIA**

Over 1,000 questions and answers ripped off from other trivia games better than this one! Ages Birth—up.

(½ D battery not included)

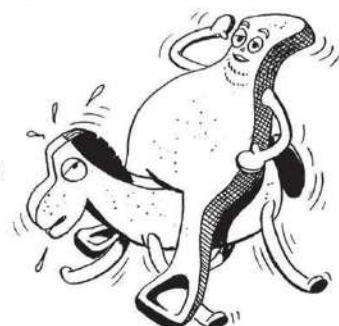
99⁹⁹

**Guffy
GUMBO GUMBY**

Obese, unhappy version of everyone's favorite clay figure! Unbendable. Ages 7—up.

(Four AA batteries not included)

28⁹⁹



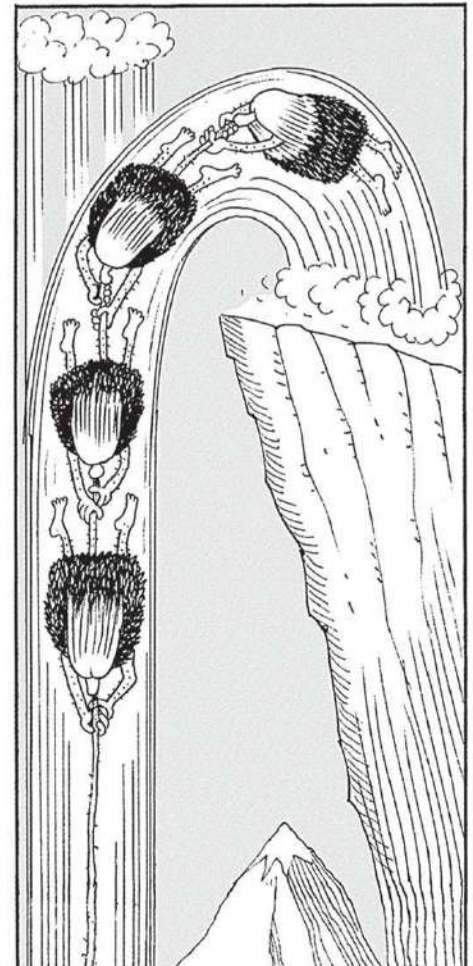
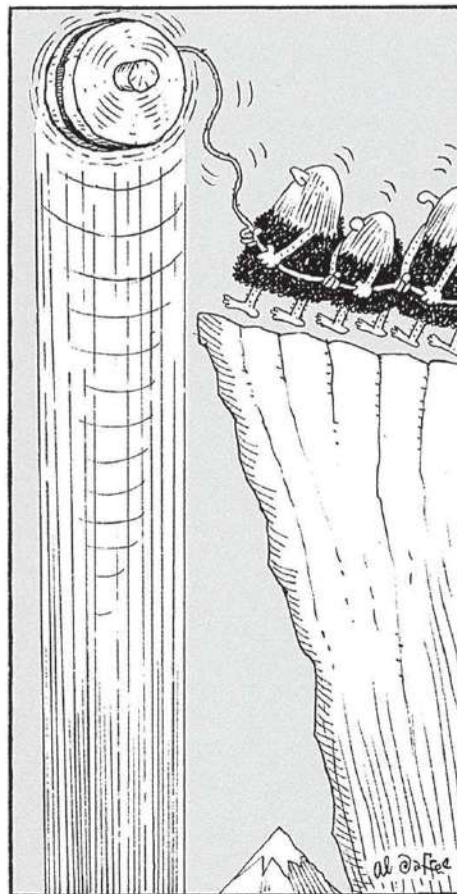
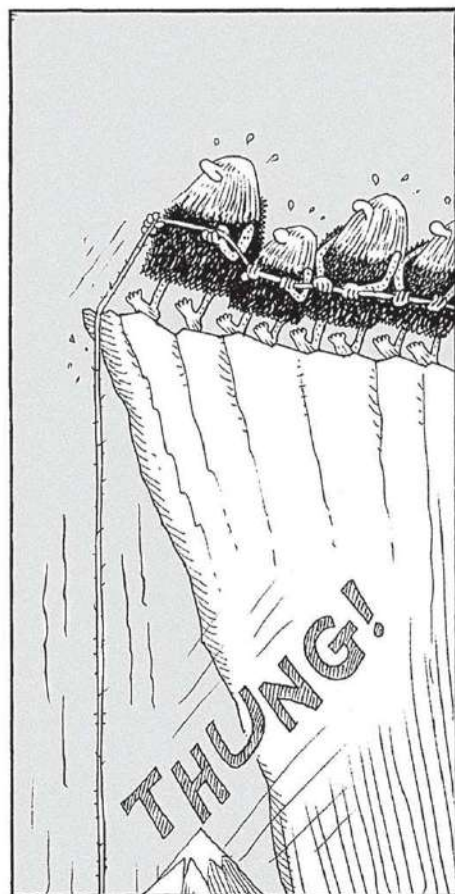
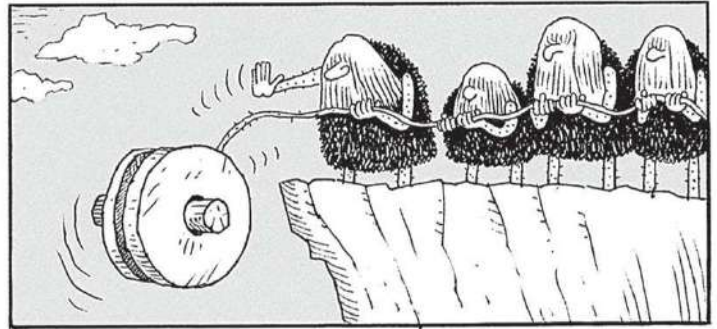
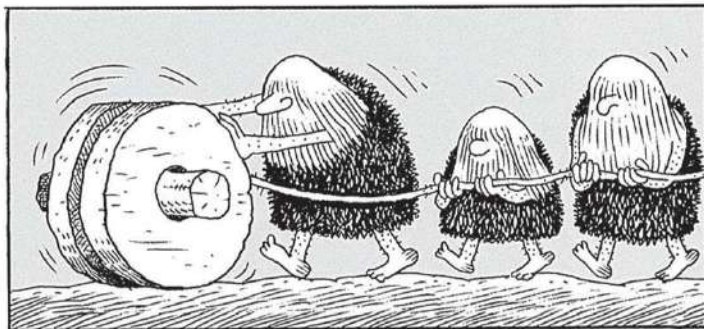
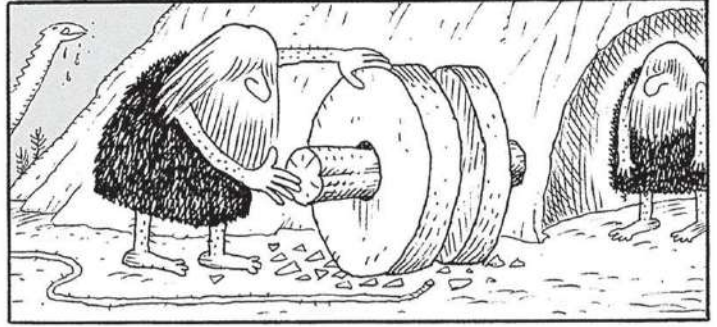
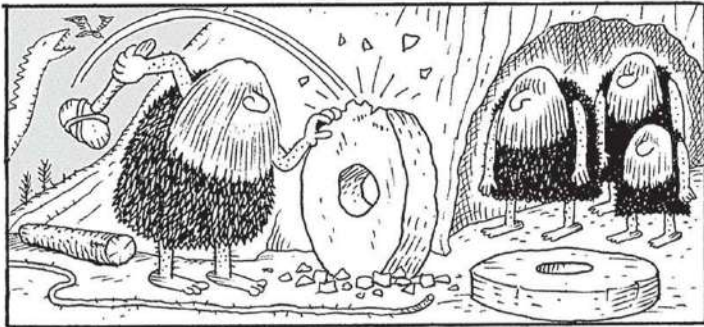


SPINNING IS THE ONLY THING DEPT.

THE MAD WORLD OF YO-YOS

Part I: In The Beginning

WRITER DUCK EDWING ARTIST AL JAFFEE





COPY VS COPY VS COPY



WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #77, MAR 1963





MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with...

THE I and HIS



1

2

3



7

8

9



BOY TOY

WRITER & ARTIST **DON MARTIN**



4



5



6



10



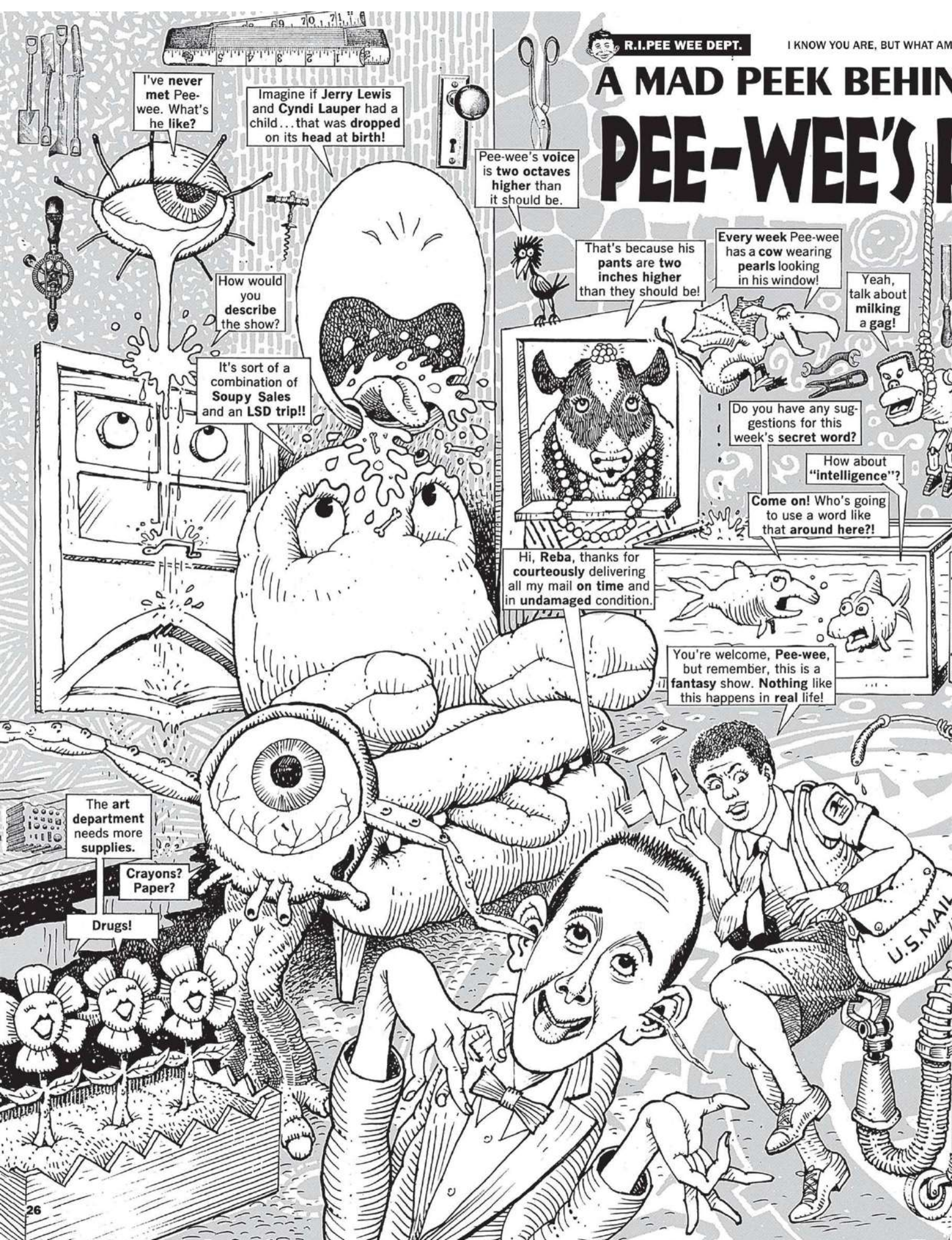
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12



A MAD PEEK BEHIND PEE-WEE'S



I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child... that was dropped on its head at birth!

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

Pee-wee's voice is two octaves higher than it should be.

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "intelligence"?

Come on! Who's going to use a word like that around here?!

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

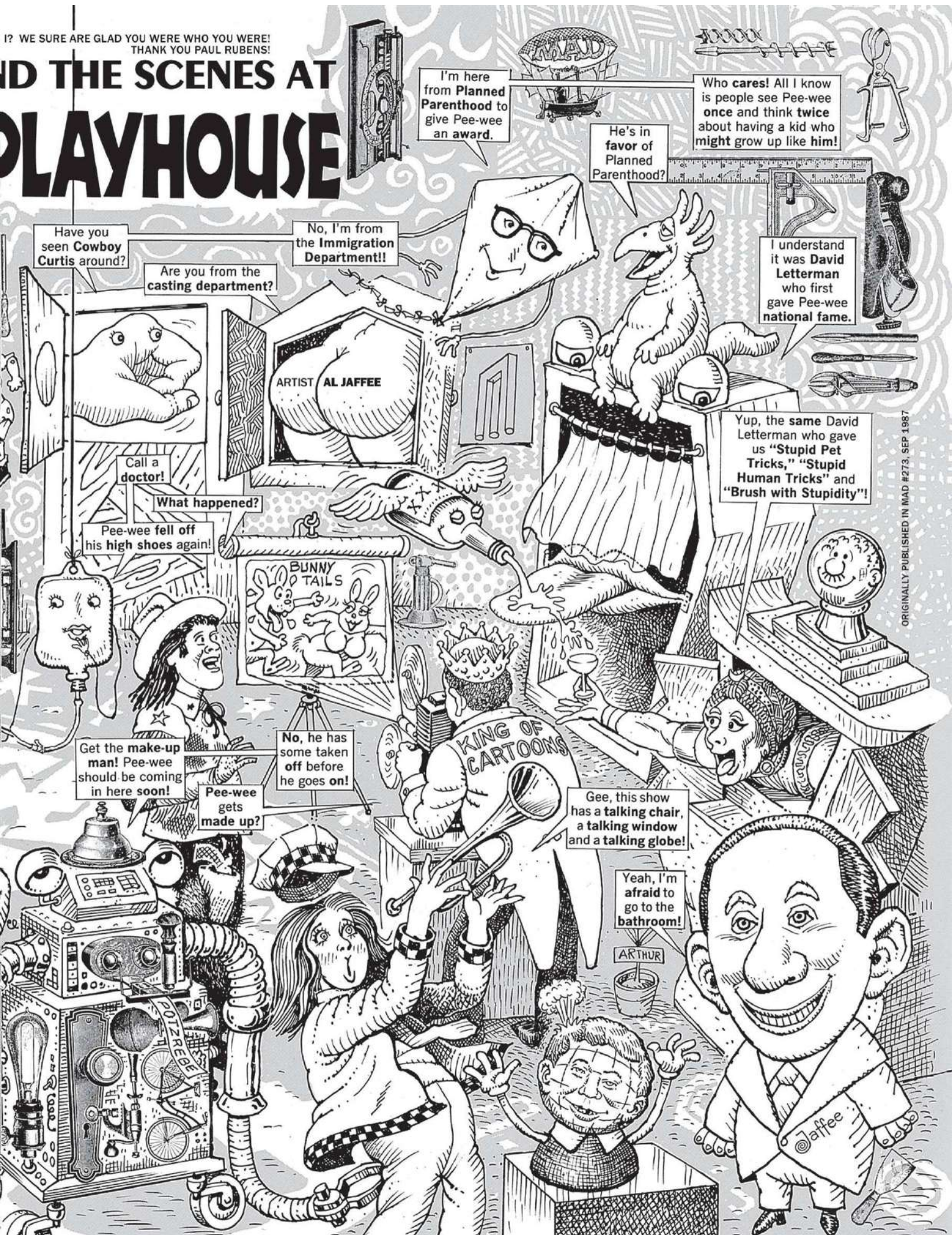
The art department needs more supplies.

Crayons? Paper?

Drugs!

IF WE SURE ARE GLAD YOU WERE WHO YOU WERE!
THANK YOU PAUL RUBENS!

AND THE SCENES AT PLAYHOUSE



I'm here
from Planned
Parenthood to
give Pee-wee
an award.

He's in
favor of
Planned
Parenthood?

Who cares! All I know
is people see Pee-wee
once and think twice
about having a kid who
might grow up like him!

No, I'm from
the Immigration
Department!!

Have you
seen Cowboy
Curtis around?

Are you from the
casting department?

ARTIST AL JAFFEE

Call a
doctor!

What happened?

Pee-wee fell off
his high shoes again!

BUNNY
TAILS

Get the make-up
man! Pee-wee
should be coming
in here soon!

Pee-wee
gets
made up?

No, he has
some taken
off before
he goes on!

KING OF
CARTOONS

Gee, this show
has a talking chair,
a talking window
and a talking globe!

Yeah, I'm
afraid to
go to the
bathroom!

ARTHUR

I understand
it was David
Letterman
who first
gave Pee-wee
national fame.

Yup, the same David
Letterman who gave
us "Stupid Pet
Tricks," "Stupid
Human Tricks" and
"Brush with Stupidity"!

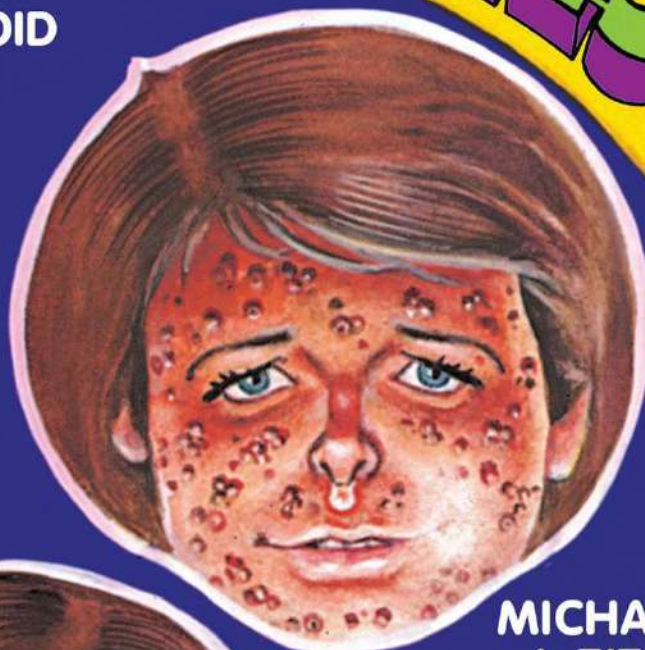
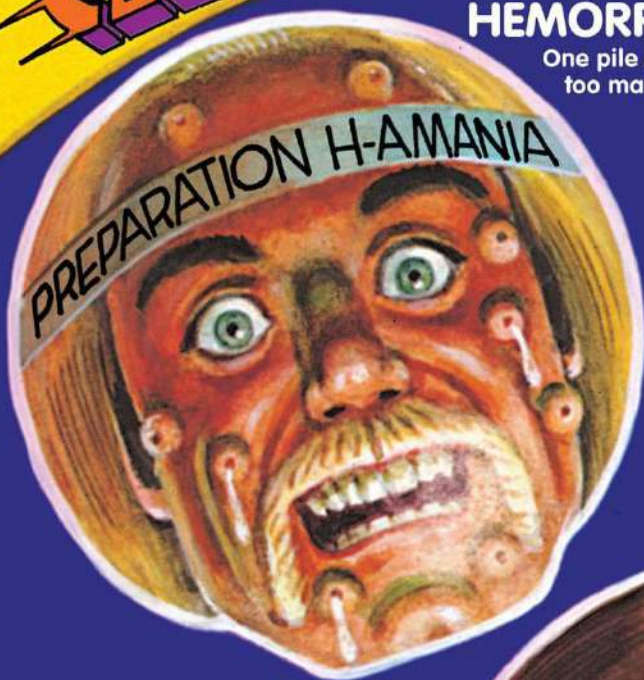
ORIGINALLY PUBLISHED IN MAD #273, SEP 1987

MAD

CELEBRITY MADBALLS

**HULK
HEMORRHOID**

One pile diver
too many!



**MICHAEL
J. ZITS**

TV actor goes from
hackneyed to acne!

**MARY LOU
RETINA**

Scored a perfect
20/20 with the
gross judges!



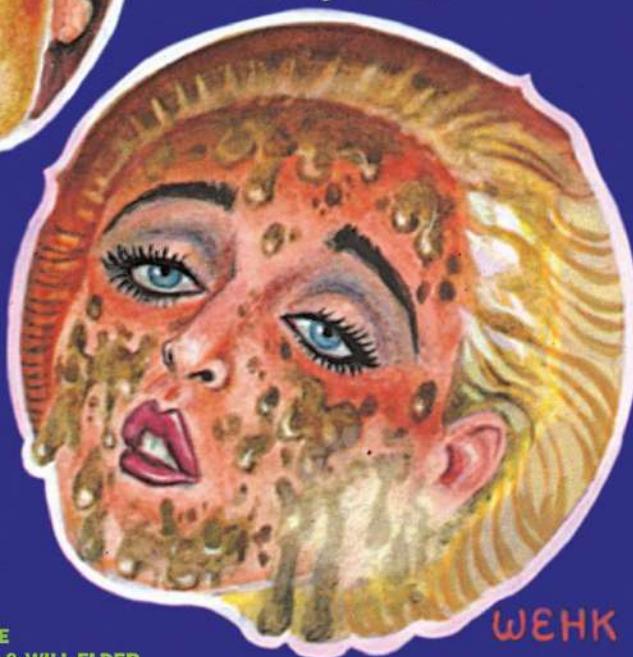
MUDONNA

Like our dirty version?
Sean Pig Penn does!



**VEINY
WHITE**

This Miss Fortune
"wheel" make you
filthy wretch!



WEHK

WRITER J. PRETE

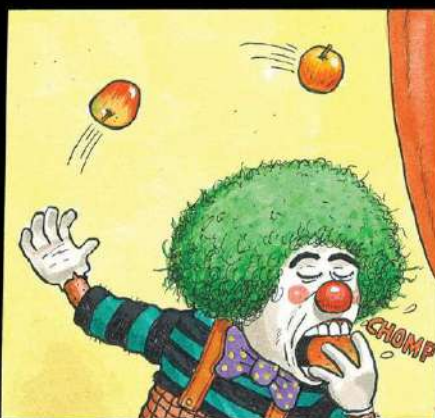
ARTISTS HARVEY KURTZMAN & WILL ELDER

ORIGINALLY PUBLISHED IN MAD #269, MAR 1987



HUMOR IN A JUGGLER VEIN DEPT.

THE JUGGLING JUGGLER WHO JUGGLES



WRITER MO WILLEMS ARTIST TOM BUNK



The trouble with kids today is: they get the wrong conception of what life's all about. They think life is all play, and the world is just one big playground. We figure they get this idea from the very playgrounds they play in. Because today's playgrounds are built for fun, and they don't prepare kids for the miserable adult life they face. Therefore, we at MAD have designed the following playground equipment to prepare kids for adult life. Mainly, now they can be just as miserable as we adults are, suffering in . . .

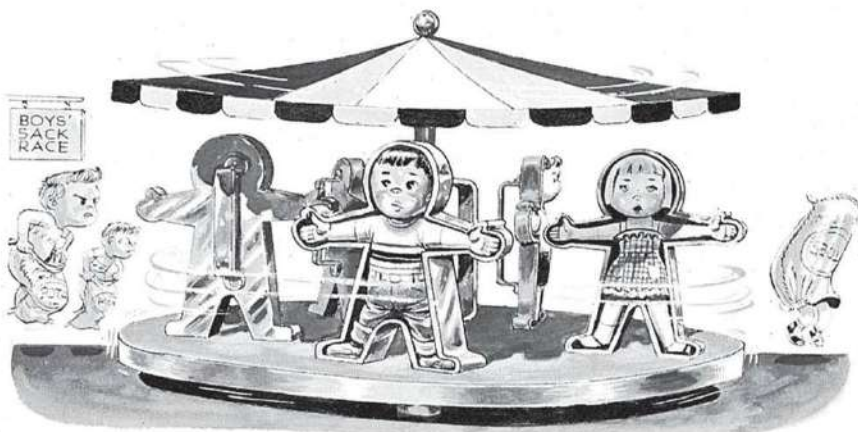


THAT PREPARE

THE SHOWY PYRAMID Teaches kids the art of "Social Climbing".



THE SOCIALLY ACCEPTABLE MERRY-GO-ROUND Prepares kids to be good conformists.



THE CONSTANTLY OUT-OF-REACH SWING Teaches kids to face life's frustrations.





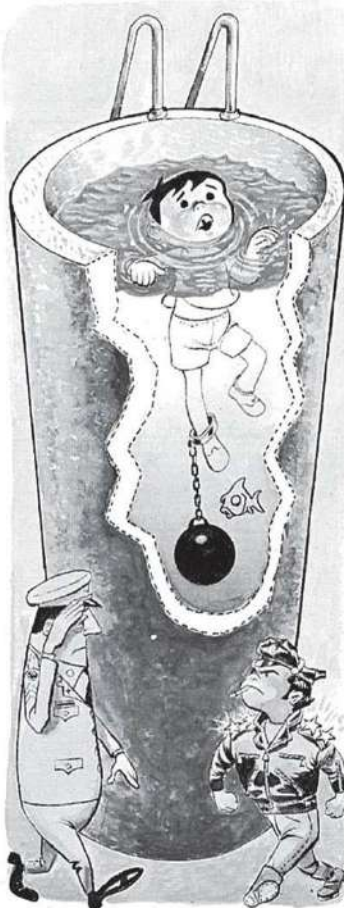
PLAYGROUNDS

KIDS FOR ADULT LIFE

WRITER & ARTIST DAVE BERG

THE TANK OF SURVIVAL

Teaches kids how to keep their heads above water.



THE LADDERS OF IMPOSSIBILITY

Teaches kids how to get along without any visible means of support.



THE LADDER OF UNREALITY

Prepares kids for living way beyond their means.



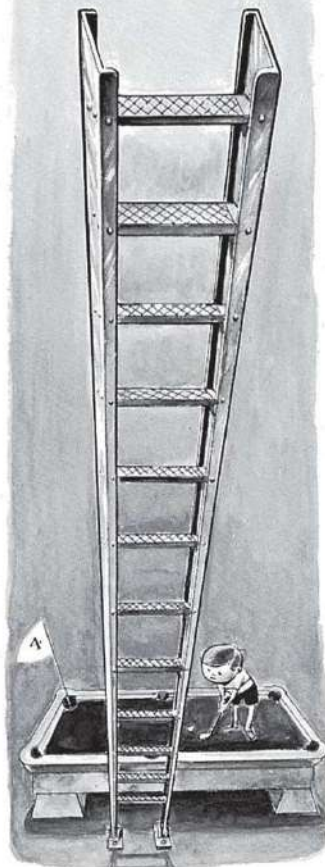
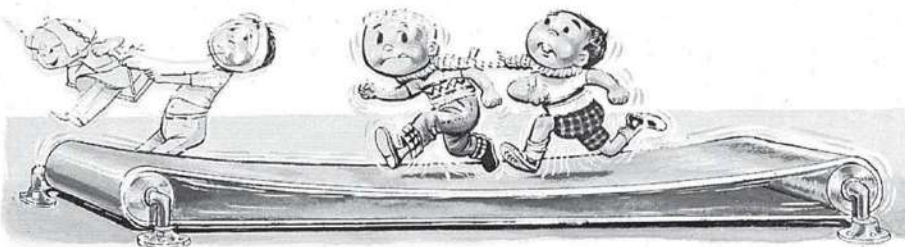
THE BUSINESS TREADMILL

Trains kids for the old rat-race.



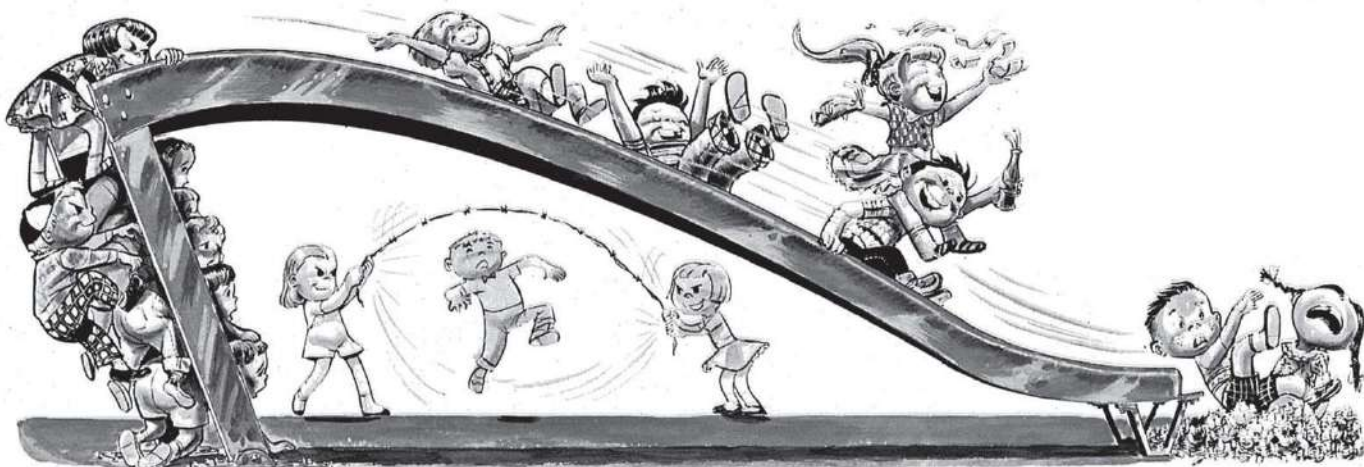
THE SOCIAL TREADMILL

Gets kids into condition for "keeping up with the Joneses".



THE STAIRWAY TO SUCCESS

Trains kids to get to the top over the backs of others.



THE SLIDE OF FAILURE

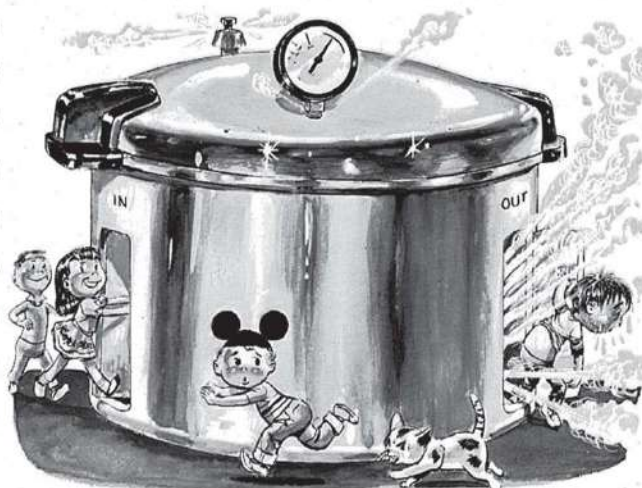
Shows kids that the way down is fast and easy.

THE NET OF TRUTH

Teaches kids that, though life may look like a bed of roses, it's really full of thorns.

THE STEAMER PLAY HOUSE

Prepares kids for today's "Pressure Cooker" society.



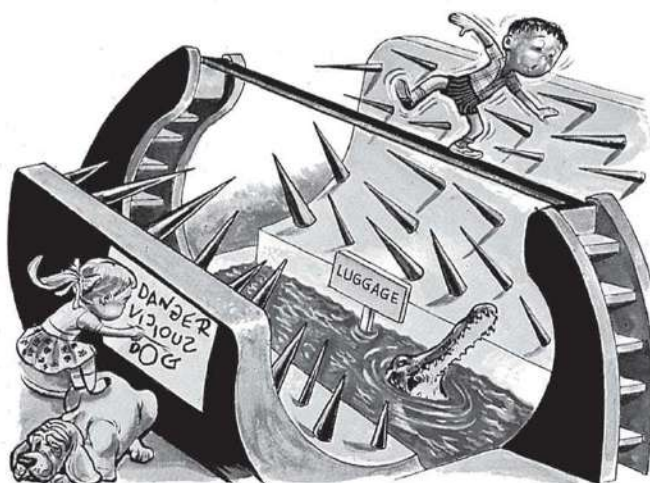
THE LIVE-FOR-TODAY SANDBOX

Teaches kids to have fun before time runs out.



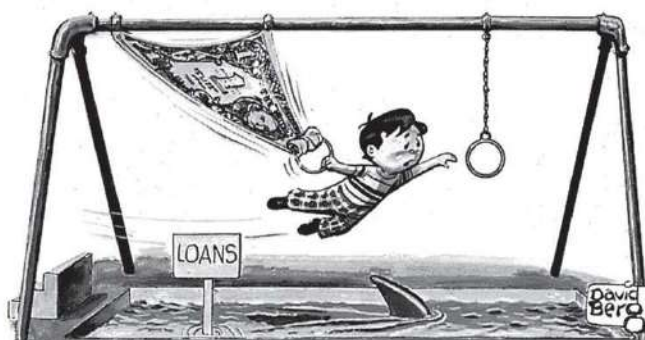
THE BAR OF MORALITY

Trains kids to walk the straight and narrow.



THE RINGS OF INFLATION

Teaches kids the art of stretching the dollar.



ORIGINALLY PUBLISHED IN MAD #50, OCT 1959



STRING FEVER DEPT.

When you need to know about **Yo-Yo** tricks, you should come to the Yo-Yos here at **MAD**! We are the official keeper of the list of...

UNOFFICIAL Y-Y TRICKS EVERY KID KNOWS

WRITER **DAN BIRTCHER** ARTIST **PAUL COKER JR.**



PLUMBING THE DEPTHS



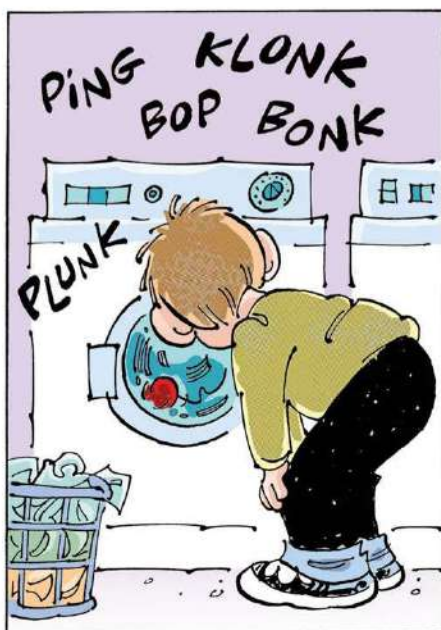
BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



SYMPHONY FOR DRYER



CONFUSING THE DRUNK



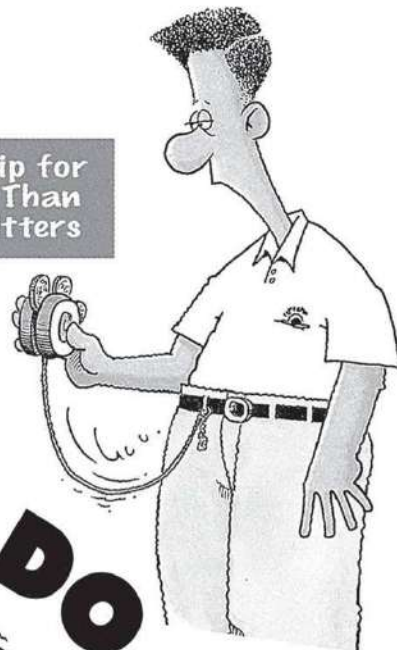
STICK A FORK IN THEM, THEY'RE DUNCAN DEPT.

Hula Hoops.
Pet Rocks. Tamagotchis.
American history (and your base-
ment) is cluttered with the remains of one
fad after another. The latest craze is an old
standby — yo-yos. But like so many "flavors of
the month," it won't be long before the stringed toy
is the latest addition to the 99-cent store close-out
bin. Being a MAD reader, we're willing to bet that
you're one of the suckers now stuck with
several yo-yos collecting dust on your
dresser. What to do with them?
We're glad you asked!...

WHAT TO DO WITH YOUR

WRITER & ARTIST
JOHN CALDWELL

Money Clip for
the Less Than
Heavy Hitters



Self-Retrieving
Street
Hockey Puck



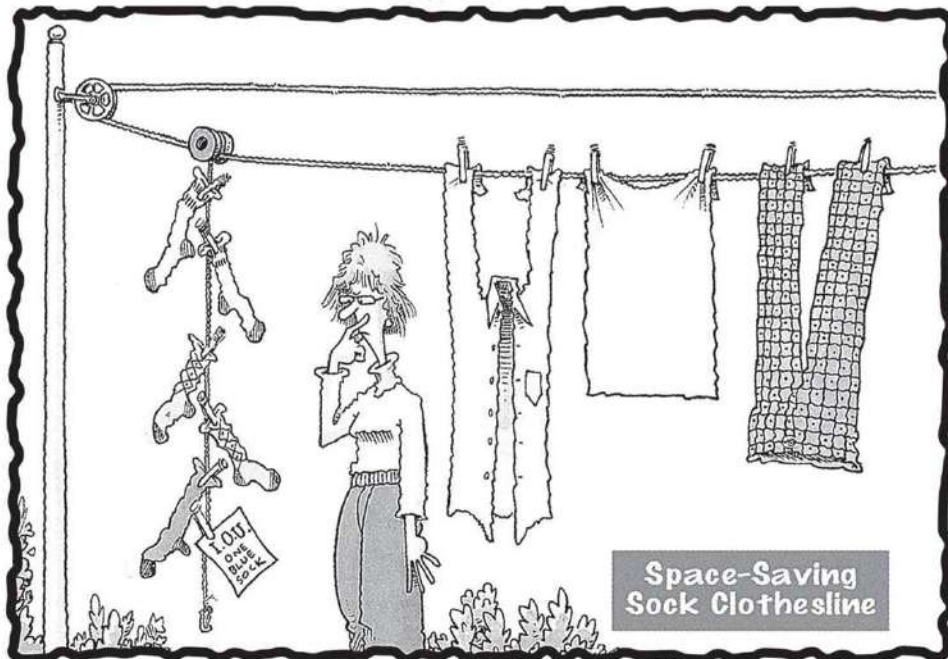
Cardio-Pumping
Portable Pocket
Jump Rope

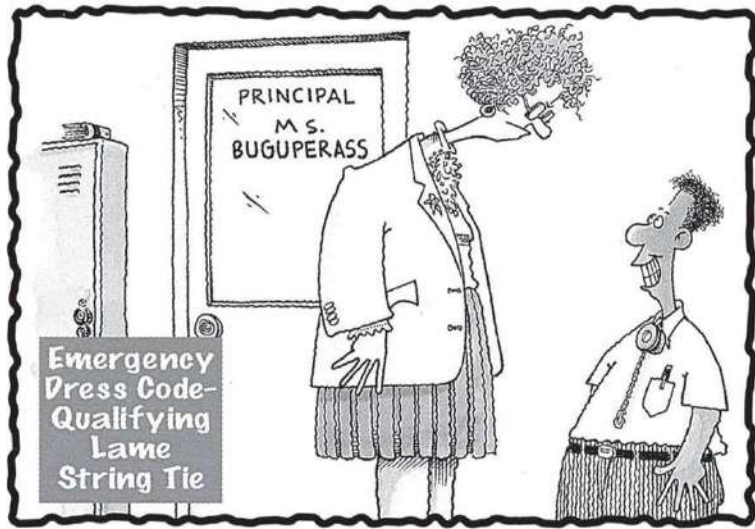
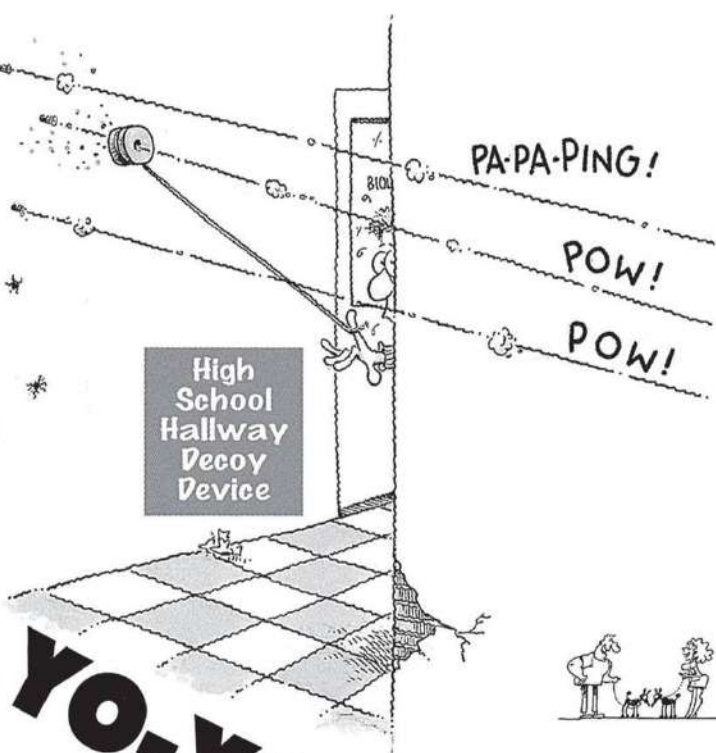
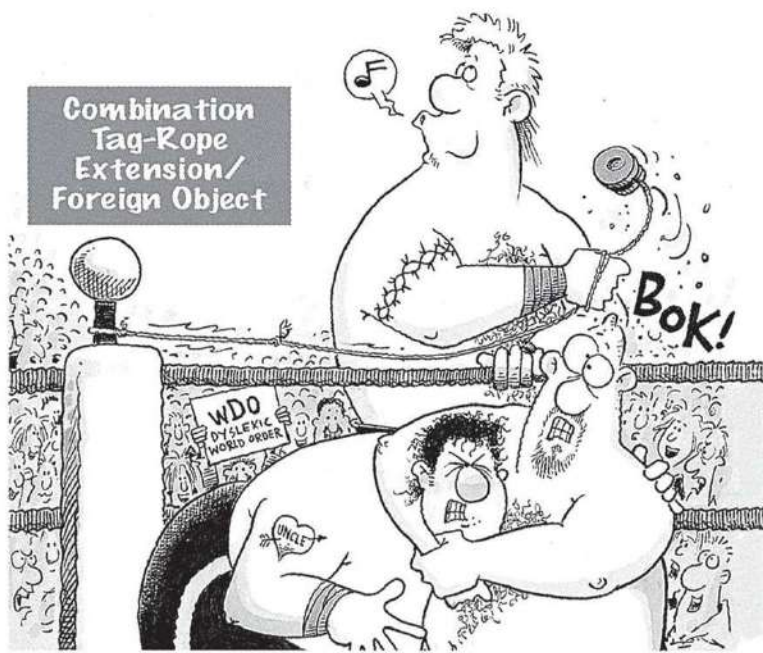
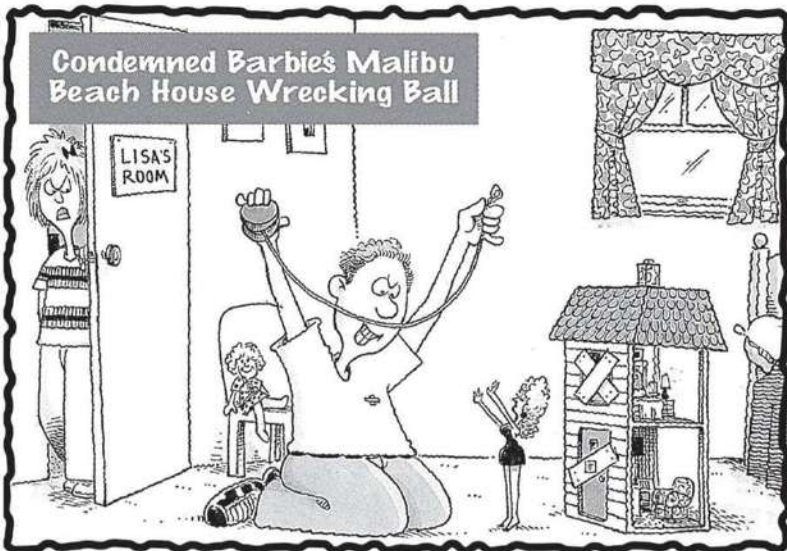


Self-
Applying
Wedgie Device
(For Dorks
So Unpopular
Even Bullies
Won't Touch
Them)



Space-Saving
Sock Clothesline





YO-YO WHEN THE FAD DIES



Less Painful Piercing Alternative



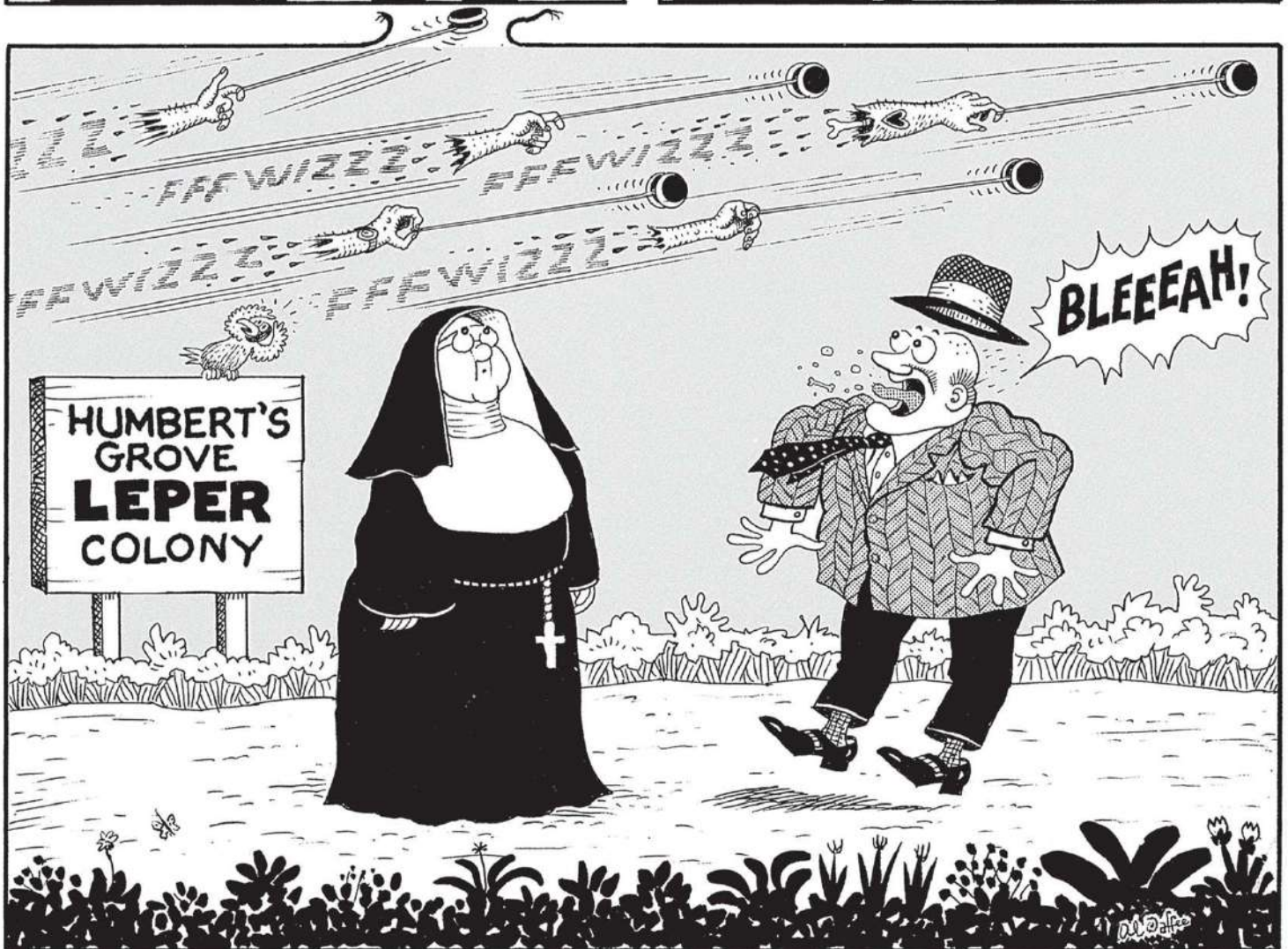


SPINNING IS THE ONLY THING DEPT.

THE MAD WORLD OF YO-YOS

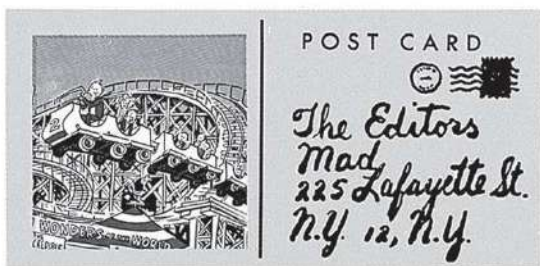
Part II: An Idea Gone Bad

WRITER DUCK EDWING ARTIST AL JAFFEE





WRITER & ARTIST ANTONIO PROHIAS



This past summer we sent MAD artist, Wally Wood, on a well-deserved vacation. But being a MAD artist, Wally just couldn't keep away from the drawing board. So every day, we received a post card with a sketch like the one at left. Wally insisted that if we'd put 'em all together, they'd make one big panoramic view of the place where he spent his vacation. So we put 'em all together, and got results printed below. Now Wally tells us we had to put 'em together in the *right* order, like a picture puzzle! So if you're interested, *you* can cut out and reassemble Wally Wood's post card sketches in the right order. When you do, you'll have a panoramic pictorial report entitled:

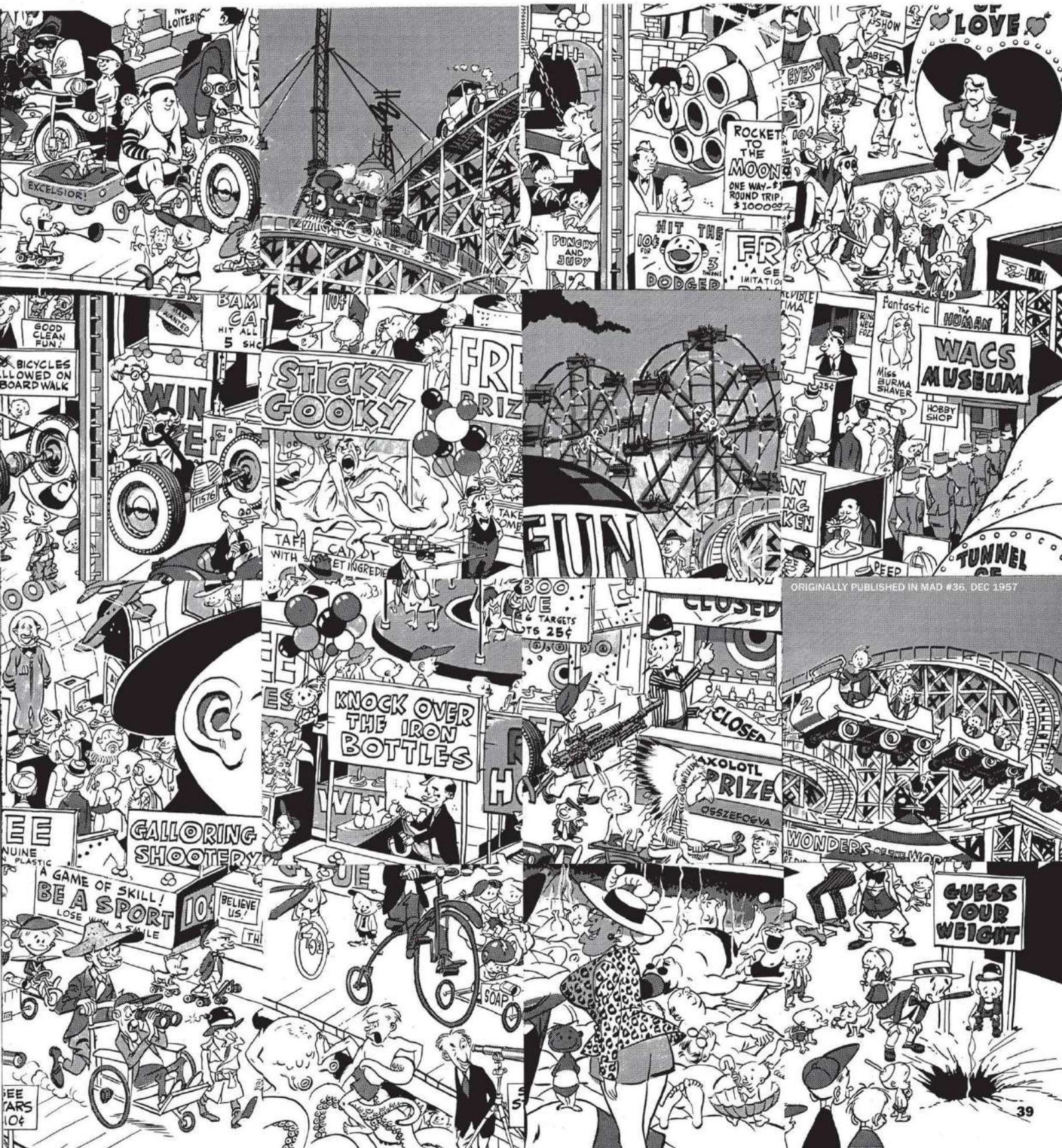




CONFUSEMENT PARK DEPT.

MAD VISITS CORN Y ISLAND

WRITER & ARTIST WALLY WOOD





POLLED SEPARATELY DEPT.

POLITICAL

ACTION FIGURES

WRITER BROCKTON MCKINNEY ARTIST ED STECKLEY

When the current news cycle feels like something out of a terrible blockbuster movie, isn't it high time political figures get their own action figures? Say no more! These government-issued toys will leave children angry and confused, staging their own filibusters and vicious partisan clapbacks. Prepare to fulfill your civic duty by buying some brand new...

Kamala Harris is...



FEATURES:
SWAGGER-BUSTING™
attack motion, persistent questions, and a piercing gaze that renders other figures paralyzed with **FEAR!**

INCLUDES:
Jeff Sessions mini-figure that, when brought close to MADAM SIDE-EYE, displays...

NERVOUS SHAKING CREATURE FEATURE™!

Mitch McConnell is...



WARNING: Figure is greasy to the touch and will permanently stain furniture/clothes/history. Use only in well-ventilated areas!

Hailing from the old maple tree just beyond the bramble thicket, Bernie Sanders is...

COLONEL VOTE-CUTTER™

Though not technically an "action figure," this well-worn fan favorite was one of the most popular items in previous years and was recently retired from production.

But due to overstock, it's back on shelves!

NOW!
Includes the
BEST of INTENTIONS!



Dip your toe into
DOCTOR TERRAPIN'S
home: Kentucky's
second-most haunted bog!

-FEATURING-
skin-sloughing action, repugnant
smell, and glowing black heart.

Lindsey Graham is...

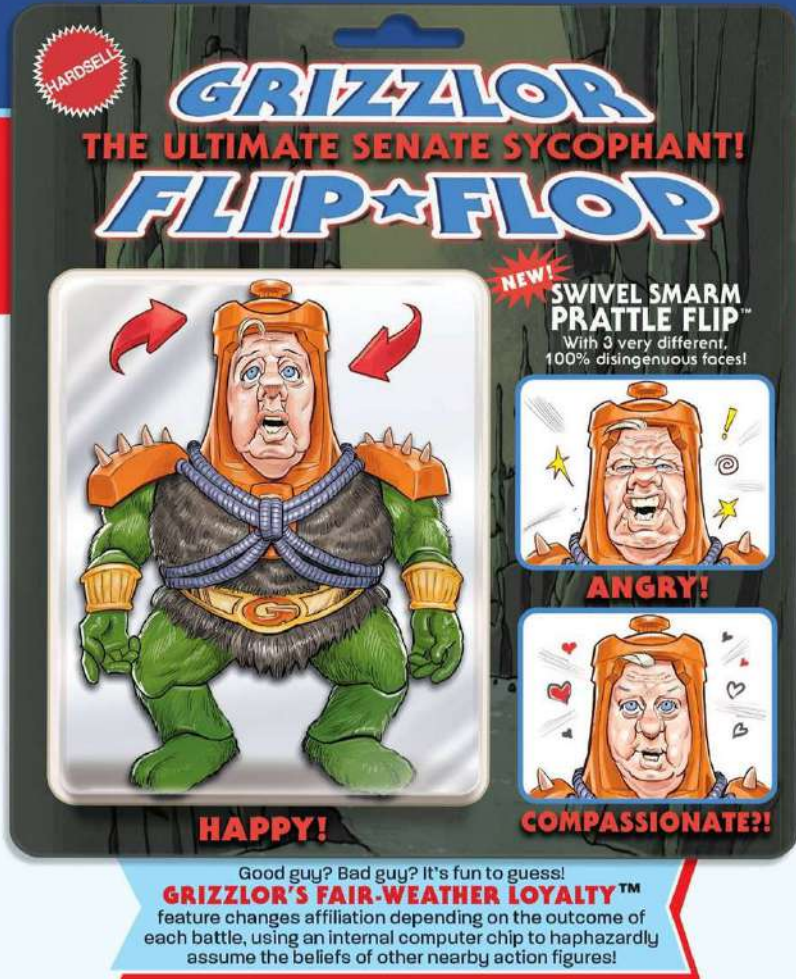
Sarah Huckabee Sanders is...



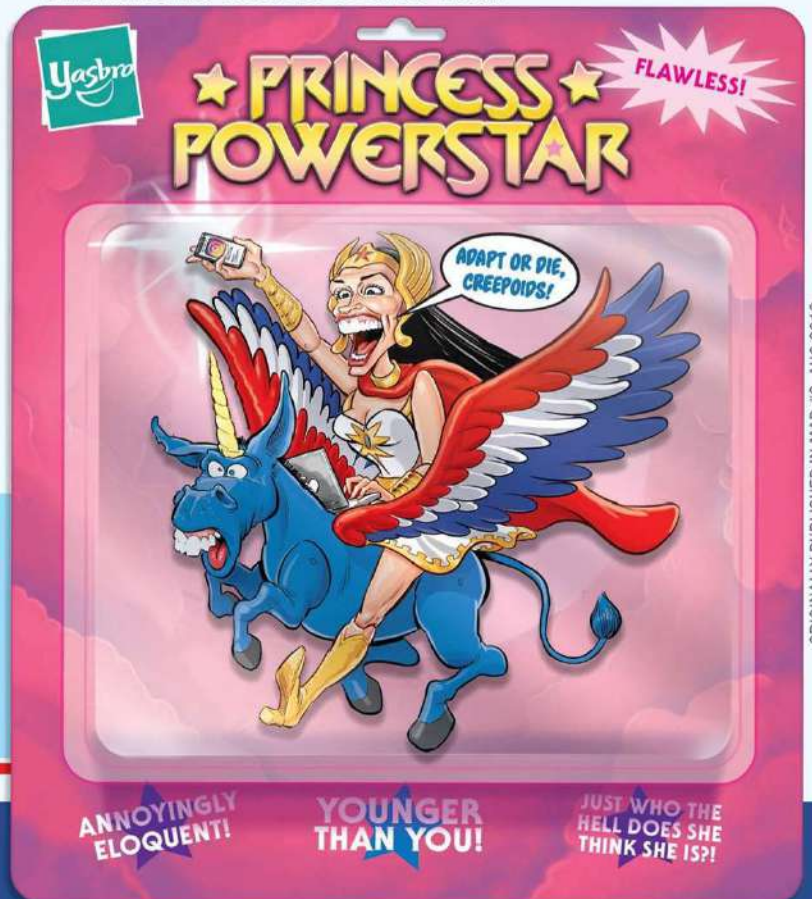
Teflon-coated for difficult handling,
SWAMPMOUTH includes:
SMUG-SHRUG ACTION™,
 a companion snake with duplicate visage,
 and over 20 unique phrases to dodge
 any reasonable question!
NOTE: Included outfits and accessories were all
 made in China, but don't tell anybody.



KEEP UP!
 The all-new
PRINCESS POWERSTAR
 comes with the most progressive
 features, most relevant accessories,
 and is already every kid's favorite!
INCLUDES: Scathing & Insightful
SOCIAL MEDIA POSTING ACTION™!



Alexandria Ocasio-Cortez is...



ORIGINALLY PUBLISHED IN MAD #8, AUG 2019



OH MY GOD! THEY SOLD KENNY! DEPT.

Cable subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

SOUTH PARK

THE KENNY McCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Mmmrrrphh," "Rrrmmrrr rmmml," or "Fmmrrrrr wrrrm-mmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)



ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Tina Yothers. Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms. Comes with all your, um, favorites!



WRITER **DESMOND DEVLIN** ARTIST **SCOTT BRICHER**

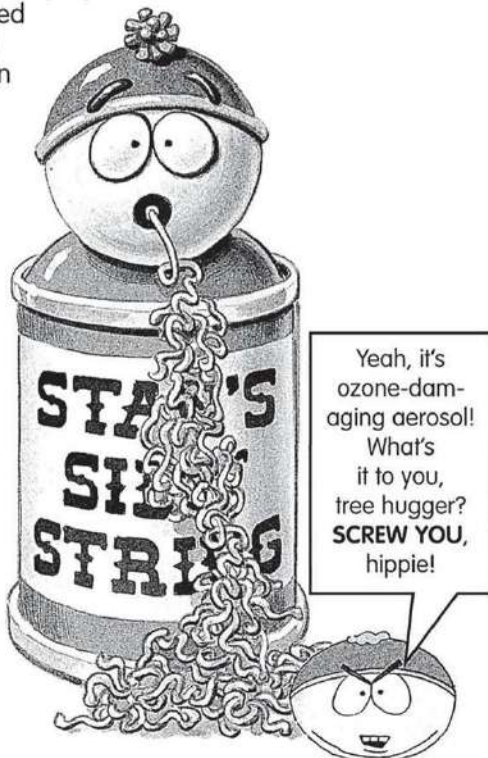


TOYS & PRODUCTS

Coming to a Shelf Near You!

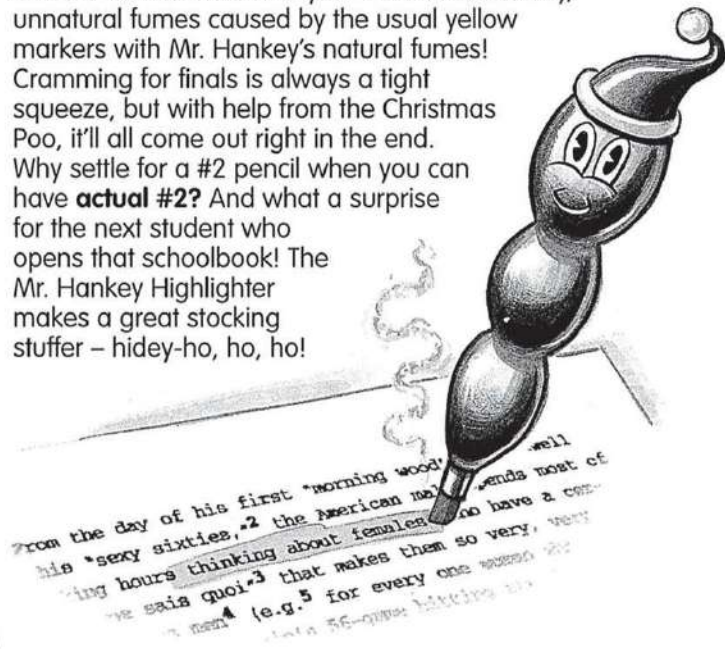
STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!! The way to a Stan's heart is through his stomach, and you'll be spewing chunks o' love for up to 25 feet! (Also available: Kenny's Explosive Diarrhea Silly String Dispenser!)



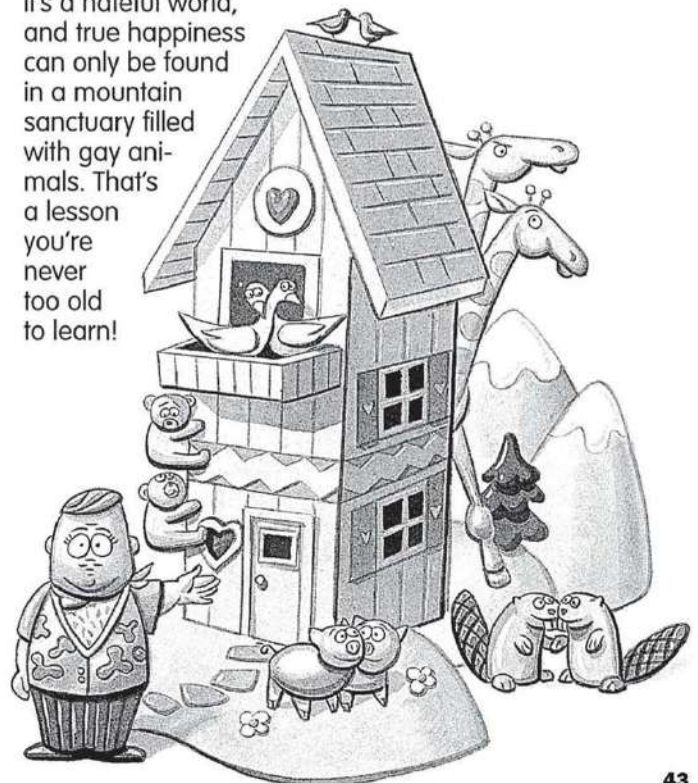
MR. HANKEY HIGHLIGHTER

Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual yellow markers with Mr. Hankey's natural fumes! Cramming for finals is always a tight squeeze, but with help from the Christmas Poo, it'll all come out right in the end. Why settle for a #2 pencil when you can have **actual #2**? And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer – hidey-ho, ho, ho!



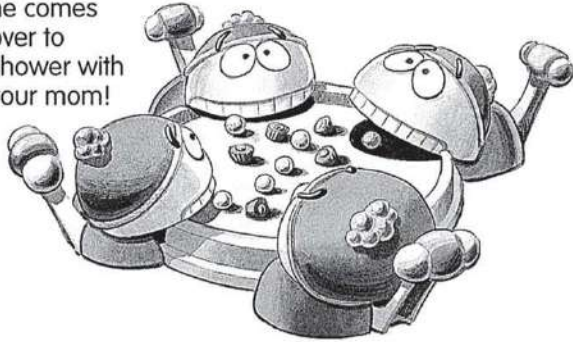
BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's! It's a hateful world, and true happiness can only be found in a mountain sanctuary filled with gay animals. That's a lesson you're never too old to learn!



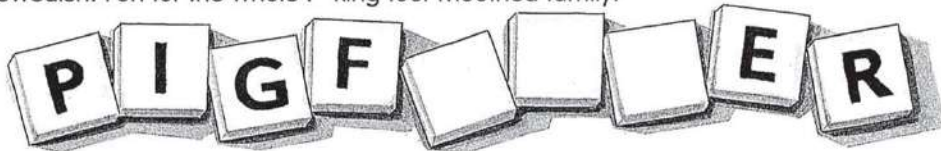
HUNGRY HUNGRY CARTMANS

You've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barely-concealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever he comes over to shower with your mom!



COMEDY CENTRAL SCRABBLE

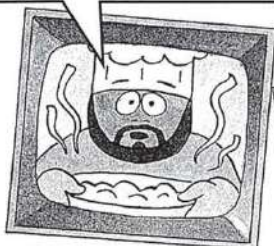
Like the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f**king foul-mouthed family!



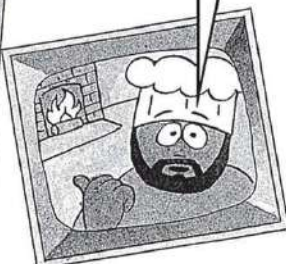
COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

The taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

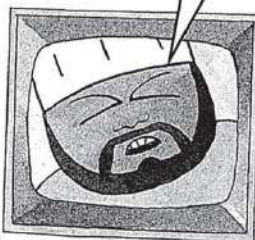
Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two – or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!



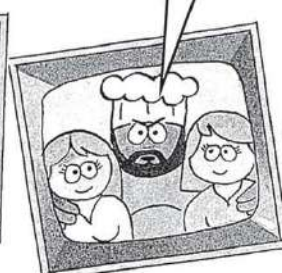
First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...



I'm gonna bend you over the hibachi And then undo your zipper! You'll be Joanie to my love Chachi! Blast off to my Big Dipper!



But it's my meat thermometer That will really make you squeeeeal! And when I add some spices You'll know tonight is real!



Oh yeah, love, Love Gravy! I'm sayin' love, Love Gravy! Love, love, love gravy, yeah, Sweet mama, love gravy, give it, Give it, ugghh...

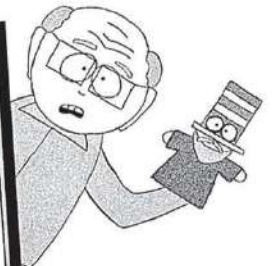


TRIVIAL PURSUIT: THE MR. GARRISON EDITION

TV, history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz – you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!

QUESTIONS

- (G) Who discovered France?
- (E) Why didn't *Scent of a Woman* win the Oscar?
- (H) What was the cause of America's Civil War?
- (AL) Which one of Shakespeare's works did he write while on the moon?
- (SN) What does the offspring of a pig and an elephant look like?
- (SL) Why does society treat its athletes better than its other citizens?



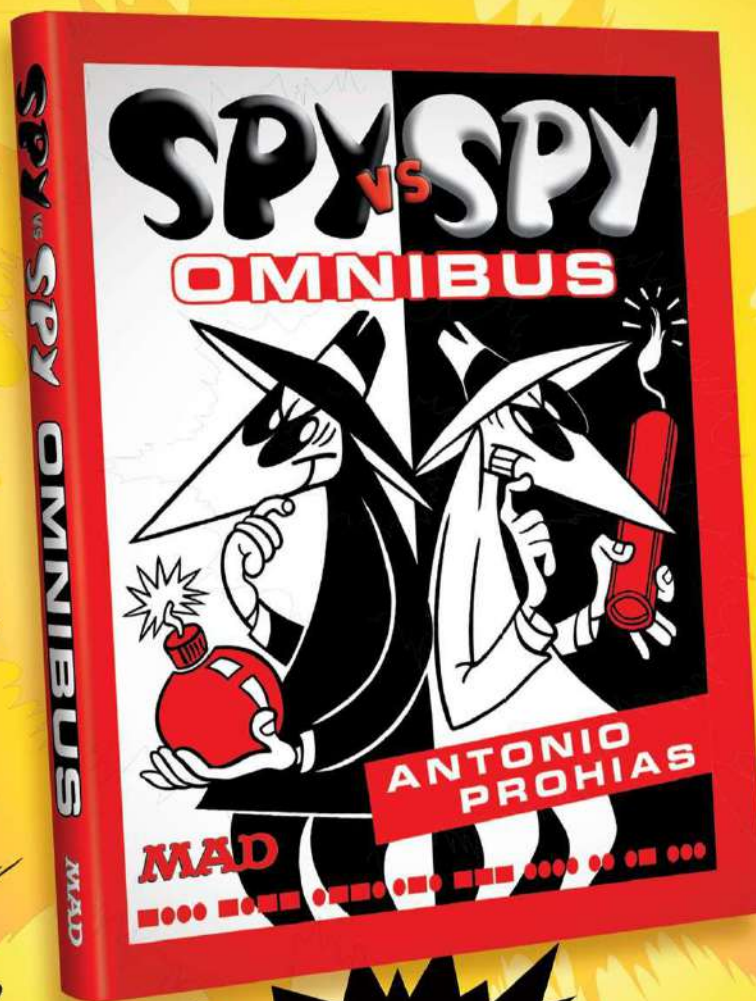
ANSWERS

- (G) Christopher Columbus, after he freed the Hebrews from Napoleon.
- (E) Because the Mafia controls Hollywood with a big fist.
- (H) Gay Mexicans.
- (AL) The original pilot for *Blossom*.
- (SN) That's not really important for you to know.
- (SL) Because they're better people.



YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



**KINDA
CHEAP!**

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 50 YEARS OF SPY VS. SPY!

ON SALE IN OCTOBER

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!





QUICK DRAW GUFFAW DEPT.

There's a popular board game called "Pictionary" A rip-off of TV's "Win, Lose or Draw" (which is a rip-off of seconds to draw something while his teammates try to guess what it is. Anyway, We got to wondering what MAD's so-called "artists" and see how *they* stack up against a 60 second stopwatch! Okay, so it's not such a g

PLAY Pictionary V

HITLER'S MOTHER



John
Caldwell



Jack
Davis



Mort
Drucker

FRANK PERDUE'S LIVING ROOM



Dave
Berg



Don
Edwing



Bob
Jones

GLUTTONY



Sergio
Aragones



Bob
Clarke



Paul
Coker

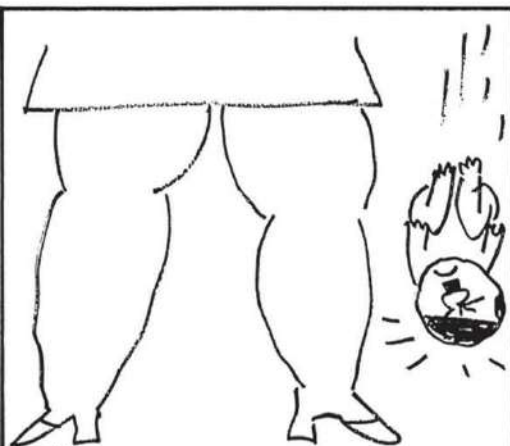
of the old parlor game "Charades"), a player has 60 seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.



WITH THE MAD ARTISTS

WRITER J. PRETE



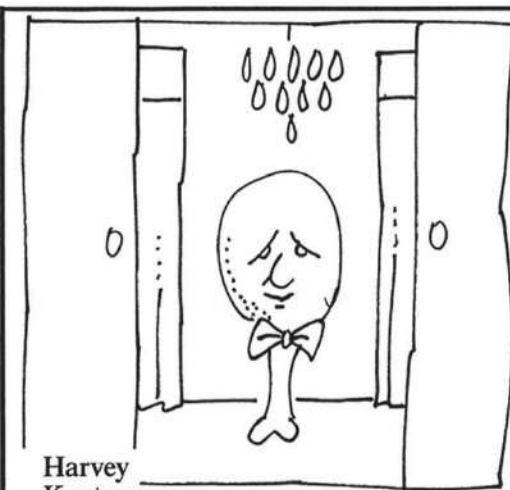
Al Jaffee



Sam Viviano



George Woodbridge



Harvey Kurtzman



Paul P. Porges



Angelo Torres

ORIGINALLY PUBLISHED IN MAD #284, JAN 1989



Gerry Gersten



Antonio Prohias



Richard Williams



**LIGHTS, CAMERA,
ACTION FIGURE DEPT.**

The *LEGO Movie* was an important step for the Danish toymaker in its plans for world books and parental foot injuries, it had never been a player in Hollywood. But now it would have been a natural fit (get it?) in Tinseltown. If you don't believe us, just check

Why the **LEGO MAN** Was



Like the majority of actors in L.A., he's mostly plastic.



His lack of genitalia will give the tabloids plenty of fodder.



He's better than Daniel Day-Lewis at "becoming" his character.



He won't have a problem sitting during all the lame talk-show



domination: while LEGO has long been known for its video games, that a LEGO film has become a reality, it seems obvious that the brand out these snappy (because the pieces, uh, snap together) reasons...



Made for **HOLLYWOOD**



His fake hair is more realistic than John Travolta's.

WRITER MIKE MORSE ARTIST SCOTT BRICHER



Even though he's an inanimate object made from synthetic material, he still has greater emotional range than Kristen Stewart.

ORIGINALLY PUBLISHED IN MAD #526, APR 2014



there with a painted-on smile interviews he'll have to do.



He'll be able to build an amazing Beverly Hills mansion for about 150 bucks.

Isn't that cute?! Timmy has all his toy vehicles lined up in front of his toy Gas Station! His imagination is being influenced by current events!

Oh, yeah! It's NOT imagination!

I've got a REAL energy crisis!

NO GAS...?? chuckle-chuckle

NO BATTERIES!!



BERG'S EYE VIEW DEPT.

THE LIGHTER SIDE OF...

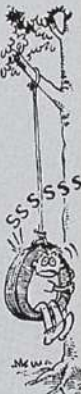
Roller skates have sure changed since I was a kid! They used to have small metal wheels that always wore out... and we had to use skate keys to clamp the skates to our regular shoes...

Today, they're attached to colorful high shoes with racing stripes! They have double-cushioned chassis for a smoother ride, large plastic wheels with sealed bearings for longer wear, and built-in toe-stoppers for full-control braking!

Yep, things sure have changed!

Not everything!

They STILL have the same ol' built-in FLOP...!!



Wow! What a snazzy car! The dashboard looks like a jumbo jet cockpit!

It's my "play thing"! I've been working on it for a year! It has every kind of gadget!

CB Radio, Police Radio, Car Phone, Cassette Player, Blaupunkt AM-FM Quadraphonic Stereo Set, Cassette Player, Television Set, Computer Map, Radar Detector, Portable Bar, Cruise Control, Automatic Dimmer, Vibrating Carpet, Light Sensor. . .

Wowwee!! You gotta take me for a ride in this beauty!!

Sorry! I—I can't . . . !

There's no room for a passenger!!



TOYS

WRITER & ARTIST DAVE BERG

Oooops . . . !

OWWWWWW!

What happened?

This kid fell off his skate board! Those darn things are dangerous!

I don't think anything is broken, but it could be a tiny crack or a green stick fracture!

Listen, kid . . . I think you ought to hurry down to the Emergency Room at the hospital, and get checked out!

Good idea!!



Oh, boy . . . I love ridin' on these little hot cycles!! I love makin' believe I'm a good guy Motorcycle Cop, chasin' after the bad guys!



I love makin' believe I'm a Jet Pilot, breakin' the sound barrier!



I love makin' believe I'm a Space Cadet, shootin' down Darth Vader!



I just love makin' lots of NOISE!!



Hello, Doctor? This is Mary Lou Jenks! My Dolly isn't feeling very well!

What seems to be the trouble?



I think she has a fever and a bad tummy ache!

Give her two aspirins and call me in the morning!



But she's upchucking all over the doll house, Doctor! Could you come right over?

Sorry . . .



I don't make Doll House calls!



Package for Jimmy Kaputnik!

For ME?! Oh, boy!!



Oh dear! It's damaged . . .!!

WAA!



What are you crying about?

The Delivery Man broke my toy . . .



. . . before I could!!



Grandpa, buy me that!

It's a cheap plastic toy that won't last!

When I was a kid, everything was made of metal! It lasted for years!!

But I WANT it!

Well, okay, even though it's against my better judgement! Er—charge it! I STILL hate plastic!

So why are you using plastic money??!



How nice! Another article of clothing!

What's nice about it? All I got for Christmas was lots of clothes . . . and one lousy dart gun!

Clothes are actually very practical gifts! Make the most of them!

Don't worry! I will!

BANG! BANG! BANG!



Look, Daddy . . . a "Star Wars" set! It's got a Tie Fighter, a Land-Speeder Rocket, and X-Wing Fighter, a Laser Rifle, R2D2, C-3PO, a Light Saber . . . and everything! Can I have it, Daddy? Can I . . . ??

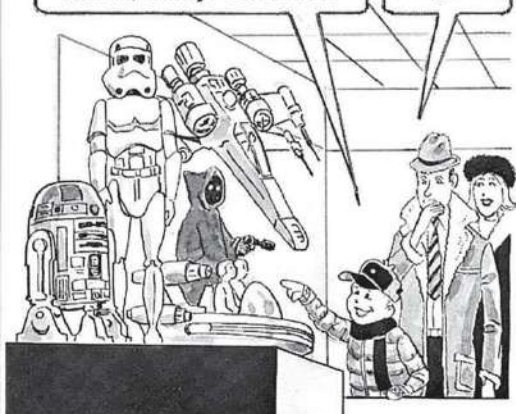
It's pretty expensive! I don't know if it will fit into our budget . . .

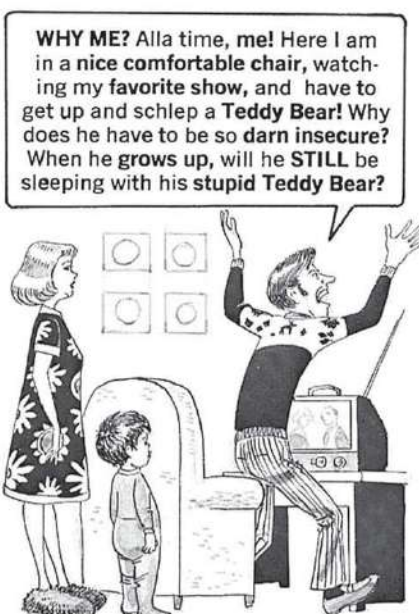
Huh, Daddy? Can I have it? Can I??

I'll let you know in a minute!!

I ask him a big important question, and all he does is take out his card-size digital clock-calendar-alarm-pocket calculator!!

Your Daddy is playing with HIS toy . . . trying to figure out if you can play with YOUR toy!





ORIGINALLY PUBLISHED IN MAD #212, JAN 1980





BYES AND DOLLS DEPT.

When Ken and Barbie decided to call it quits, it shattered the hearts of millions of devoted fans (notice we said "devoted" and not "particularly bright"). But most painful of all, no real explanation was given. However, while rooting through the dumpster behind Barbie's Dreamhouse (as is our custom on a Friday night), we discovered...

BARBIE'S "DEAR JOHN" LETTER TO KEN

From the
Desk of

Barbie

Dear Ken,

It's over. After 43 years of waiting for you to commit, I realized I wasn't getting any younger. Of course, I'm not getting any older, either. But I still think we need to see other dolls and action figures. It's time to play the field.

Since we started dating, I've been a fashion designer, an astronaut, an animal doctor, a rock singer, an actress, a painter, a firefighter, a paleontologist, a pilot, a Marine, a lifeguard, a ballerina, a dentist, a stewardess, a sales clerk, and a candidate for President. What have you ever done?!?

Being a plastic boy toy is no way to spend a life, Ken. It's time for you to get real.

I still remember the night I came home early to our hot tub and bathworks playset, and found you there, naked, with G.I. Joe. You said it was innocent, that you'd only stripped off each other's clothes because a kid drew all over them in purple magic marker. And I took a chance and believed you. After all, neither one of you have a shween. But I had doubts.

Then, after I found a pair of raggedy panties inside the glove compartment of your fun time convertible, I had some major life decisions to make. Decisions even harder than "strawberry lip gloss or neon?"

And I came to realize that I have some self-esteem issues. I'm famous, I'm rich, I'm an icon, and still I can't get a marriage proposal out of you after 40 years. Who do you think I am? Oprah? A girl can only stare at her disco lamp, her slide 'n splash pool, her karaoke kit with carrying case, and her other 43,000 possessions for so long.

We've grown apart. You've always treated me like I'm some kind of interchangeable bimbo, as if there are a billion other dolls out there just like me. Haven't I always maintained my 49-6-28 figure? Or am I just some kind of hollow plaything? How I've longed to hear those three little words from you, Ken, and I don't mean "no assembly required."

I need some shelf space. I feel like I'm suffocating inside a small cardboard box. I'm in pain, Ken, and not just from holding the same blank expression since 1961. I still have fake feelings for you. My love once burned as brightly as the 3-watt bulb in my oven. This breakup doesn't have to be forever. After we've had some time to think, after we've discovered where our lives are headed, and especially after the marketing department of Mattel milks the everloving piss out of this, we'll get back together. Probably just in time for the holiday season.

Party on,
Barbie





LAME-BRAIN GAMES DEPT.

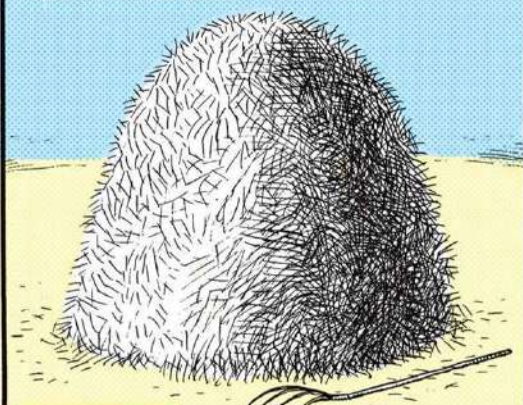
ONE REASON THIS FEATURE WAS CREATED IS BECAUSE **MAD** READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS WATCHING TV ALL DAY!

MAD'S PUZZLE PAGE

WRITER & ARTIST **AL JAFFEE**

FIND THE NEEDLE

WE'VE HIDDEN A **NEEDLE** SOMEWHERE IN THIS **STACK**! CAN YOU FIND IT? LET'S SEE HOW **SHARP** YOU ARE!



ANSWER:

COULDN'T FIND IT? BOY, ARE YOU BLIND! THIS IS NOT A **HAYSTACK**! IT'S A BIG **PILE OF NEEDLES**! NOW DON'T YOU FEEL LIKE A DUMB STUPID IDIOT!

OPTICAL ILLUSION

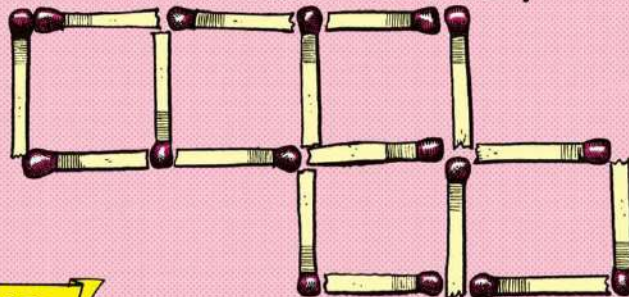


STARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH THIS EYE TRICK PERMANENTLY!

EXCERPT ORIGINALLY PUBLISHED IN MAD #100, JAN 1966

SOLVE THE MATCH PUZZLE

THESE MATCHES ARE ARRANGED TO FORM **FIVE SQUARES**. CAN YOU MOVE JUST **TWO** OF THESE MATCHES, AND END UP WITH ONLY **FOUR SQUARES**?

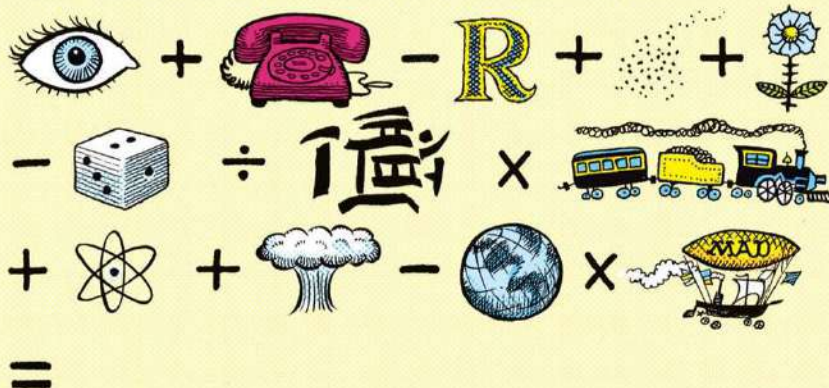


ANSWER:

OF COURSE YOU CAN'T! THESE MATCHES ARE **PRINTED** ON THIS PAPER, AND IT'S **IMPOSSIBLE** TO MOVE THEM!

ROLICKING REBUS

IDENTIFY THE PICTURES, ADD AND SUBTRACT THE LETTERS AS DIRECTED, AND SEE IF YOU CAN DISCOVER THE MAGIC WORD.



IF YOUR ANSWER IS "ANTIDISESTABLISHMENTARIANISM", BETTER CHECK YOUR ARITHMETIC. IF YOUR ANSWER IS "BRTXNTLBE", YOU MADE THE STUPID MISTAKE OF IDENTIFYING THE LITTLE DOTS IN PICTURE FOUR AS "ANTS", WHICH THEY ARE NOT. ACTUALLY, THEY'RE JUST LITTLE DOTS. AND IF YOU SKIPPED DOING THIS PUZZLE ENTIRELY, YOU SHOWED RARE INTELLIGENCE.

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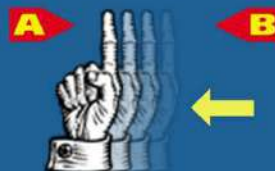
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WHAT INFLUENTIAL
CHILDREN'S CHARACTER
WILL NEVER RECEIVE
THE RED CARPET
TREATMENT?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Love her or hate her, Barbie's impact on the world is undeniable. And with the recent success of her movie, big studios are securing the rights to other beloved brand names from our youth. However, there is one prominent character whose career has no chance of being resurrected. To see who that is, fold page in as shown.

SWIPE FROM B TO A TO FOLD



A

B



MAJOR FILM STUDIOS ARE JUMPING WITH JOY. THE HUGE SUCCESS OF THE BARBIE MOVIE CAME AS NO SURPRISE AS PEOPLE SEEM TO REVEL IN NOSTALGIA. OTHER ICONS ARE SURE TO HIT THE BIG SCREEN—JUST NOT THIS ONE.

A

WRITER & ARTIST JOHNNY SAMPSON

B

Mauliboo

Alfred

YOU GET ALL THIS!*

★ **Extra-Stiff Visor**

Because a full hat is too much commitment!

★ **Hawaiian Shirt**

Hideous print hides stains from leaky tiki drinks!

★ **"Sun-Off" Sunscreen**

SPF 3000...prevents burns, not freckles!

★ **Dark Shades**

To hide the WORRY!

★ **"Banana Hammock" Speedo**

With mini-banana, of course!

★ **Extra 6-Pack of Abs**

Wait...extra?

★ **Beach Towel**

For snappin' and nappin'!

*May or may not be as seen on front of box.

*P.O.S. Convertible Sold Separately

★ **Woodgrain Mini Fridge**

Because real men like tiny refrigerators!



BUT WAIT, THERE'S MORE!*

*Probably, but most likely not, at a store near you!

★ **Stick-on Facial Hair**

Worked for MOD Ken, works for MAD Alfred!



★ **Sweatbands**

Always let them see you sweat!



★ **Spandex Jumpsuit**

For showing off those non-genitals!

★ **Cowboy Boots with Spurs**

For kickin' butt when mocked for donning all this stuff!

★ **MaliBarf Bag™ with Glittery Gag Vomit**

Because plastic + pink = Barbie-friendly!*

*Until she sees Alfred in his "banana hammock." ECCCCCH!



Alfred wants to impress his beach date, Barbie—and with these ecch-essories, he's sure to fail! But that's okay, because no matter how many subversive movies about criticizing the patriarchy Barbie makes, she'll never outdo Alfred's magazine at cultural critique! Now who's ready for some bum-in-the-sun fun??

★ **Prosthetic Tooth***

For giving in to society's beauty standards!

*Tooth enlarged to show detail



★ **Fur Coat**

Too hot to wear, but looks too cool not to!

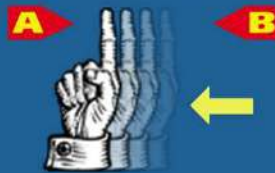


A MAD TOY PARODY

ARTIST KIRA SHAIMANOVA
WRITER PAULA SEVENBERGEN

WHAT INFLUENTIAL
CHILDREN'S CHARACTER
WILL NEVER RECEIVE
THE RED CARPET
TREATMENT?

SWIPE FROM B TO A TO FOLD



A B



JOE
CAMEL

A B